

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLXIV, No. 11

NEW YORK, SEPTEMBER 14, 1933

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Random

NEAR the end of a finger of rock extending 14 miles from the mainland north of Portland, Maine, is a sheltered cove fringed with pines. Here, in a private camp, last summer were 34 girls, some from Illinois, some from Ohio, and some from other central states. This summer the total was 49.

Through small advertisements in selected publications, together with the efforts of the camp director, the enrolment for a summer of health and fun was increased almost 50 per cent.

This is only one of hundreds of schools and camps which annually entrust their advertising and business growth to the agency which pioneered school advertising.

Most of these schools and camps spend not to exceed \$1100 a year—not "big business" as industrial advertising expenditures are rated. But N. W. Ayer & Son, Inc., has always considered school advertising special privilege—an opportunity to help hand on the torch of learning. No matter how small the appropriation, the advice and service given is the best that our 64 years' experience can bring to bear.

N. W. Ayer & Son, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA
New York Boston Chicago San Francisco Detroit London

CORRECTION



WE ERRED in this space last week when stating that Milwaukee factory employment in July gained 18% and payrolls 20% over the same month in 1933. These figures should have been 37% and 72% respectively.

Official employment figures for August are not available but N. R. A. members have added thousands to the city's payroll since August 1. Incidentally, Milwaukee was the first of the major cities to complete the employers canvass—and had the largest proportion of employers signed up by September 1.

Check transactions in Milwaukee banks were up 20% in August over a year ago. Retail and general linage in The Journal were both up 30%.

A huge volume of new business is available here. You can reach it with The Journal alone.

THE MILWAUKEE JOURNAL

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXIV

NEW YORK, SEPTEMBER 14, 1933

No. 11

What the Securities Act Has Done to Financial Advertising

Is There Danger of All National Advertisers Being Subjected to the Same Sort of Regimentation?

By Charles Noble

CONGRESS in its time has been accused of many things, of some of which it has been guilty. But not until the New Deal, so far as I can discover, had it ever incurred the particular indictment now being drawn up against it, in all seriousness, by responsible persons, and with considerable weight of supporting evidence, to wit:

That it has passed a law, the definite though unintended effect of which has been virtually to wipe out of existence a distinct, important and long-established classification of advertising—a classification which has for many years possessed its own national association and has had every reason to consider itself a useful, indeed an essential part of the nation's business structure.

In the story of what has happened to financial advertising under the Securities Act of 1933, there is a plain warning signal to advertisers in fields far removed from selling securities. If advertising as a whole were to be subjected to the same form of regimentation it would suffer heavily.

That possibility is at present apparently remote. The Administration is leaning heavily on advertising to help its recovery program. Both President Roosevelt and General Johnson have shown their belief in constructive advertising. However, it is essential that all advertisers watch the Securities Act in order to fight similar encroachments on their fields.

The law officially entitled "The Securities Act of 1933" was one

of the less conspicuous of the drastic enactments of President Roosevelt's "Hundred Days." It passed both Houses of Congress with far less commotion in the way of debates and hearings, and with no less substantial majorities, than the National Recovery Act, the Agricultural Relief Act, and the other spectacular pieces of legislation of that special session, and was approved by the President on May 27, 1933.

Since that date financial advertising in the United States has been the nearest thing possible to completely non-existent. That is at least a remarkable coincidence; to form an opinion as to whether or not it is something more, we have to look further. But before examining the law in detail, there are two extremely important general points to be set down, which are fundamental to the main question:

What about financial advertising under the New Deal? And, still more, what about all ad-

vertising under the New Deal? The first of these general points regarding the Securities Act is this:

It differs in one inconspicuous but extremely important particular from its companion laws of the Roosevelt program.

The National Recovery Act, the Agricultural Relief Act, the Railway Act, all contain self-limiting clauses restricting their operation to one year, two years, or "the duration of the present emergency." The Securities Act is not emergency legislation, but a deliberate purposeful effort to change, *permanently*, one of the fundamentals of American law.

Shifting the Burden to the Seller

It is not only intended to be permanent in character, but sets up by statute a principle of business conduct directly opposite to one of the most ancient maxims of the common law—*caveat emptor* (let the buyer beware).

So much was, in fact, frankly stated by President Roosevelt himself. It is his contention that under today's conditions, in the business of buying and selling investment securities at least, public welfare demands that the burden of proof as to the honesty and fairness of the transaction be placed wholly and squarely on the shoulders of the seller.

I am not saying that he is not right. Just now I am concerned with the facts; with the immediate effect upon the business to which it has been first applied of this reversal of a thousand-year-old rule of law; and with the implications of that story for other businesses to which it may next be applied.

For plainly, this is not a thing you can dismiss by remarking that it applies only to dealings in "securities," or that the dealers in these commodities brought it upon themselves. It is true that the business of dealing in savings differs in many curious ways from the business of dealing in spendings; but do the two differ so fundamentally that it will ever be

possible for them to exist indefinitely side by side, each operating under a basic principle directly opposite to that of the other? If the principle embodied in the Securities Act of 1933 can be applied successfully to dealings in stocks and bonds, how long will it be before Congress is importuned to apply it to soap and cigarettes and tooth-paste?

There is, in fact, one highly significant feature of this first Act which would help to make such subsequent extensions of the new doctrine all the easier; the administration of the Securities Act is placed in the hands, not of any of the Government's financial officers or authorities, and not in the hands of any newly created special body, but in those of the Federal Trade Commission. If that Commission is granted similar powers over business in general, what will the immediate effect be upon advertising? And what the ultimate effect?

If the experience of the first four months under the Securities Act in the financial advertising field is any criterion, the immediate effect will be virtually total suspension of all advertising, accompanied by an honest, even a frantic effort to find some way to make the thing work. As regards the ultimate effect, all that can be said so far is that in the financial advertising field at least, no such way has yet been found.

A Digest of Opinions

With one exception, what follows in the way of comment upon the workings—or lack of workings—of the Securities Act is my own digest of the opinions expressed to me by a considerable number of commercial bankers, investment bankers, security dealers, brokers and financial advertising men, not one of whom was willing to be quoted by name.

I did find one man in Wall Street whose feelings on the whole subject are so strong that he wished them stated in his own emphatic language and on his own responsibility. That man is Rus-

When Our Retailers Spend More Money in August—

Providence Looks Good!

Now that our thoroughly disillusioned storekeepers are spending more of their own money for advertising, you can depend upon it that they see more money in their customers' hands. Favorable statistics may help, but they depend chiefly on their own cash registers.

The Evening Bulletin's gain last month of about 68,000 lines in local display advertising, 15% over August, 1932, has definite significance for the general advertiser. The morning Journal gained 16%. There were no special inducements save the expectation, and realization, of better business.

To this better business—coming from half a million consumers in metropolitan Providence and nearly a million in the compact market—the "main entrance" is through Rhode Island's dominant newspapers:

Journal-Bulletin FAMILIES:

In Rhode Island

2 OUT OF 3

Average for State
as a Whole

In Providence

19 OUT OF 20

A. B. C. CITY

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives

R. J. BIDWELL CO.

San Francisco - Los Angeles - Seattle

sell Law, chairman of the executive committee of the advertising agency of Albert Frank-Guenther-Law, Inc. This is what he says:

"That there have been in the United States credit abuses of a very serious character, no one questions. The new Securities Act was designed to cure these abuses. Like all drastic pieces of legislation, it has 'burned down the house to kill the rats.'

"One need only examine the list of securities which have been registered with the Federal Trade Commission since the registration features of the Act became effective, to see the one definite result which the Act has had. With comparatively few exceptions, the securities registered are those of fixed trusts or new management trusts (in other words, not securities predicated upon the employment of new capital in a reconstructive effort) or securities which are exceedingly speculative in character.

"On account of the drastic liability imposed on directors and officers of issuing corporations, and the underwriters of securities, few presidents of first-class industrial and public utility companies have been able to induce their directors to sign registration statements. There are a number of those companies who would like to issue securities, but whose directors feel that they cannot afford to run the risks imposed by the Act. They are, therefore, considering whether it will not be necessary for them to postpone new construction, because it is manifestly impossible to finance permanent improvements with short-term bank credit.

Why Banks Aren't Extending Credit

"The banks have been urged by the NRA to extend bank credit more liberally. Ordinarily, banks would now be active in extending interim credit for capital purposes, because they would feel sure that these loans would be repaid by long-term financing done through the well-known and well-organized investment channels of

the country. Such has been the course of recovery from every previous major depression.

"But practical results have shown that the new Securities Act has literally stopped the flow of new capital. Has it eliminated investment crooks? My answer is, decidedly no. On the contrary, they are flourishing in practically every State in the Union. A crook knows no law. Space forbids my describing some of the current financial rackets. But it must be obvious that the new Securities Act has done a great service to them by relieving them of legitimate competition."

Vast Amount of Capital Issues Dammed Up

The vice-president of one big investment banking firm told me that he estimates the total amount of new capital issues, urgently needed by the companies concerned, "dammed up" during the last four months by fear of the Securities Act, and still dammed up with no release in sight, at something over \$600,000,000.

That means, of course, the total suspension of all advertising of such issues. Mind, these are capital issues needed by the strongest, most ably managed and most highly regarded industrial and utility corporations in the United States. But the blight of the panic induced—justifiably or not—by the Securities Act among the responsible officers of these corporations, and among all branches of the financial community, has extended far beyond the territory covered by the provisions of the Act itself.

Railroad companies, being under the jurisdiction of the Interstate Commerce Commission, are specifically exempt from the Securities Act; and many railroad companies badly need capital credits right now, if only for refunding loans which unluckily fall due this year, or have already fallen due and are being met with difficulty, if at all. Yet in the face of the apparent spirit and purpose of the Administration as exemplified in the Securities Act, no railroad

(Continued on page 112)

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STARS

All-American Newspaper

IF one New York editor could lasso the 17 most famed and brilliant stars from his rival newspapers, the result would be such a scintillating sheet as Manhattan has never seen. And the payroll would probably wreck the publisher. (Yet *The Register and Tribune* of Des Moines, Iowa, quietly annexed all seventeen.)

Such a ruthless editor would kidnap from the *Herald Tribune*: Lippmann, Webster, Mark Sullivan. *World-Telegram*: Heywood Broun, Raymond Clapper, Robert Edgren. *American*: Ripley, "Bugs" Baer, Damon Runyon, Brisbane, Odd McIntyre. *Sun*: Grantland Rice, Walter Trumbull, Emily Post, Fontaine Fox. *Mirror*: Walter Winchell. *Times*: Will Rogers.

Strange Bedfellows

These are strange bedfellows, yet all 17 of them write or have written regularly for *The Des Moines Register and Tribune*. They continue to write for this newspaper so long as Iowans are interested in them; then they are dropped. Yet these 17 are not the backbone of *The Register and Tribune* staff. They merely supplement a local staff that covers all Iowa as effectively as any newspaper staff covers New York City.

Lippmann and Winchell represent opposite extremes in American journalism. Rare is the newspaper that prints them both. *The Des Moines Register and Tribune* finds an active demand for both, and for many another writer not



WILL ROGERS

... and 16 others lassoed

necessarily in accord with its own policies, exists among its 230,000 alert subscribers. Iowans shop for their favorite journalists in the reading columns of *The Register and Tribune*, and in its advertising columns for the goods they buy with an exceptional purchasing power.

**The Register and
Tribune 1933
circulation . .
exceeds 1929**



234,139 Daily—208,122 Sunday
A. B. C.

Increasing Sales Depression Year

IN the drug and toilet goods most
field, every client whose adver- Adv
tising we have prepared con- of the
tinuously from 1929 has sold produc
a larger volume in three years advert
of depression than in the three special

J. Walter Thompson Con

g Sales in on Years



oods most prosperous years before.

ver- Advertising in this field is one
con- of the most important factors in
sold producing sales. In these times
years advertising assumes a new and
three special importance.

son Company *Advertising*

How NRA Can Mean New Deal for Advertising Copy

Policing Must Be Effective, as Otherwise Agencies Might Have Hard Time Forcing Clients into Line

By Marsh K. Powers

President, The Powers-House Company

FOR many years commentators on advertising have been preaching against all types of advertising copy which, by lessening public respect for and belief in advertising, react to reduce the effectiveness of all advertising.

While their efforts may have helped in the outlawing of certain obviously flagrant abuses connected with dubious commodities, it is difficult to prove that their protests have accomplished very much in the way of raising the standards of copy used in the promotion of what may be termed "legitimate" merchandise.

The individual advertiser of the latter has been able to decide for himself how little or how much he would allow the general welfare of advertising to raise the standards of his own messages. As a result, "Truth in Advertising" has remained a battle-cry, rather than an accomplished fact.

Today, from a source which no one could foresee even a few short months ago, a new factor has appeared which aims to achieve immediately what the critics have been advocating for so many years.

The Code prepared under the leadership of the American Association of Advertising Agencies and proposed for the entire advertising business expressly bans the following seven types of copy:—

(1) False statements or misleading exaggerations.

(2) Indirect misrepresentation of a product, or service, through distortion of details, either editorially or pictorially.

(3) Statements or suggestions offensive to public decency.

(4) Statements which tend to undermine an industry by attributing to its products, generally,

faults and weaknesses true only of a few.

(5) Price claims that are misleading.

(6) Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.

(7) Testimonials which do not reflect the real choice of a competent witness.

If this section of the Code receives the President's approval and its signers live up to its specifications in the copy they prepare for their clients and customers, the goal to which the critics have been pointing will be automatically reached.

Obviously, no one can count upon quite such a sudden and complete laundering of advertising copy.

Advertisers are not committed to the standards thus established, except insofar as the "fair practice" provisions in their own individual codes include standards which apply to advertising copy.

Where his own codes fail to provide parallel limitations, an advertiser will be privileged to refuse to recognize standards set up by a group which lacks authority to make its restrictions effective over him.

Supply and Demand Will Prevail

An advertising agency which attempts, by direct action, to compel an unwilling client to live up to the requirements of the advertising code, (laudable though they are,) will inevitably be conscious of the law of supply and demand.

Current volume in relatively few

Today—
**THE FIRST OF NEW YORK'S
COMPLETE NEWSPAPERS
GOES
"NEW YORK SIZE"**

TODAY the New York Evening Post becomes the newspaper New York has needed for years, but never before had.

It is a new kind of newspaper. A full, complete evening paper—in logical New York size. It has less "page," but more pages. Pages you can read without folding. Pages that stay in place. Handy, convenient, eye-glance pages.

Yet it gives in detail all the news of the day. Full of interesting features and alive with illustrations, it is a newspaper that will be welcome in every home of good taste.

Buy a copy tonight: See how much more interesting and easy to read a complete newspaper can be.

NEW YORK
Evening Post

A complete newspaper in convenient size

agency offices is sufficiently ample to encourage rigid adherence to policies which can threaten loss of business. A buyer's market still prevails. Advertisers are well aware of this and an agency standing by its guns in defense of the advertising code will at least suspect the existence of rival organizations which will be more easy-going in their judgment as to what constitutes due observance of the copy-restrictions drafted into the recommended code.

In the human equation, rather than in the words and punctuation of the five restrictions, lies the immediate determination of what the code will accomplish in achieving cleaner copy standards.

Beyond that, and, of course, still an unknown quantity, are the possibilities which are dependent on effective policing of the code.

By nature and by experience the American business executive is not deeply impressed with either the potency or the rapidity of bureaucratic action.

The very individuals (both in advertisers' and agency organiza-

tions) who, in the past, have shown the least compunction as to copy ethics will be the ones most inclined now to belittle the efficacy of policing measures and most willing to "take a chance." Unless agencies, without exception, toe the marks set by the code, these less scrupulous advertisers will, therefore, find a way to deliver their offending messages to publications and thus postpone the day of cleaner copy.

In the policing of the code, therefore, is probably the greatest possibility for a marked improvement in the reliability and cleanliness of advertising columns. Whether the policing will prove efficacious remains for the future to disclose.

In the meantime, however, every scrupulous advertiser of legitimate merchandise and every advertising worker who intends to make advertising his life work should be in active sympathy and support of the copy provisions as drafted.

The more nearly they are maintained, the more productive will future advertising become.

Harper Joins Blackman as Partner

Marion C. Harper has resigned as vice-president of the General Foods Sales Company to become a partner in The Blackman Company, New York advertising agency. He was president of the Plymouth Advertising Agency when he joined the then Postum Company in 1927. Later he became president of the Hellmann Products Company when this functioned as a General Foods subsidiary. About two years ago this became part of the General Foods Sales Company, of which he has since been vice-president, in charge of sales and advertising of Maxwell House coffee.

Leavitt with Ruthrauff & Ryan

Robert K. Leavitt has joined the New York executive staff of Ruthrauff & Ryan, Inc., advertising agency. He was formerly with Cross & LaBeaume, Inc., and The G. Lynn Sumner Company. He also was, at one time, secretary-treasurer of the Association of National Advertisers.

Has Pineapple Account

The Hawaiian Pineapple Company, Ltd., San Francisco, packer of Dole pineapple juice and canned pineapple, has placed its advertising account with N. W. Ayer & Son, Inc.

MacAusland Made Butterick Vice-President

Earl R. MacAusland has been appointed vice-president of The Butterick Publishing Company, New York, in charge of advertising. He has been vice-president of the company publishing *The Parents' Magazine*, of which he also has been advertising director. Mr. MacAusland was for many years associated with *Modern Priscilla* until his resignation as vice-president and advertising director in 1929.

Lusk Returns to Agency Work

Robert E. Lusk has resigned as publicity director of Bamberger & Company, Newark, N. J., to join Benton & Bowles, Inc., New York advertising agency, as an account executive. He will take over his new duties on September 18. He was advertising manager of R. H. Macy & Company for three years, previous to his being transferred to Bamberger's two years ago. Mr. Lusk formerly was with The Blackman Company, Ruthrauff & Ryan, Inc., and Newell-Emmett, Inc.

Obtains Lovell Account

The Lovell Manufacturing Company, Erie, Pa., wringers, has placed its account with Meldrum and Fewsmith, Inc., Cleveland advertising agency. Magazines and business papers will be used.

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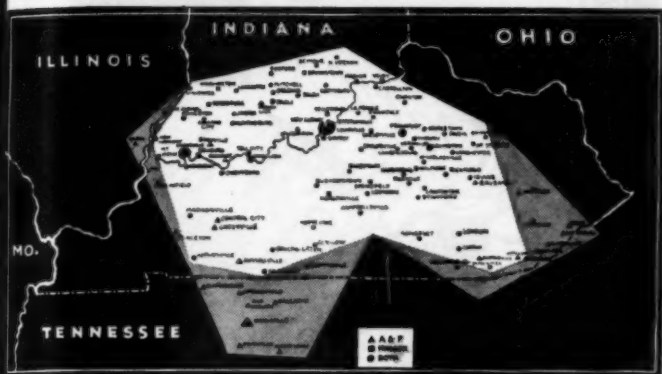
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KENTUCKIANA . . .



. . . the Greater Louisville Market

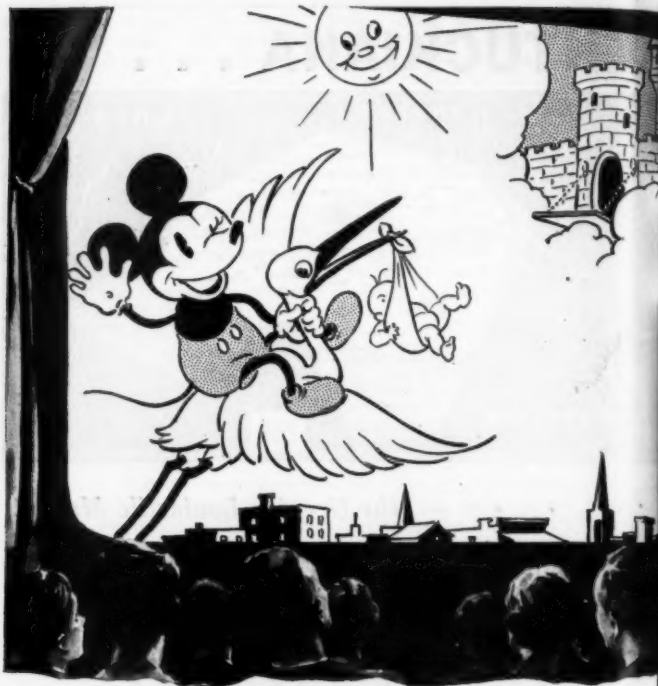
THE importance of Louisville as a market center is shown by the part that it plays in the food distribution in this section of the Middle West.

The map above shows the location of the stores belonging to the A&P and Kroger chains which are supplied from Louisville. This area very nearly coincides with the Greater Louisville Market, Kentuckiana, which may be effectively reached and sold at a single low cost through—

Industrial and agricultural diversity have made Kentuckiana one of the most staple markets of the Middle West.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. :- Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



WELL, there's a way to find out, Jane and Billy. Look at the movie calendar in *Chicago's greatest directory of fun*—the Chicago American.

"Look up a good movie in the American" is a slogan and a habit in more than 400,000 Chicago homes. And the reason is the Chicago American carries more motion picture advertising than any other daily newspaper in Chicago.

Let the manufacturer analyze

the American market as the amusement advertiser does. Here are over 400,000 Chicago families. Here are younger families than the average in Chicago because the American, in every department and every feature, is edited for those who are or who think under

These families go more, amusement, entertainment. They are the movies' best customers.

For the same reason they are the manufacturer's best customers. More active living—socially

and amusement wants. They don't spend.

Remember, thought first.

If over 400,000 families

market for a good, clothing

no doubt the merchandising

manufacturer's best customers. More active living—socially

CHICAGO

a good newspaper

and A MIGHTY MARKER

National Representatives E. Boone Or

Where's Mickey

Mouse tonight?



the am- and amusements—increases
ere are wants. They have a greater
illies. to spend.

remember this: Necessities
ought first, diversions after-
If over 400,000 Chicago
for "American families are the best
under market for amusements there
more, no doubt of their ability to
ment. food, clothing, furniture and
they are merchandise.

custom manufacturers: Chicago
socially can families will spend

\$500,000,000 for merchandise in the
next twelve months. Only through
regular use of the American can
this enormous market be effectively cultivated.

AMERICAN

a go newspaper

FOR MERCHANDISE

resents E. Boone Organization



the short cut to CHICAGO'S MARKET BASKET!



When you're selling groceries to Mrs. Chicago there's just one time to get your sales message across to her: when she's at home . . . in the evening . . . with her favorite newspaper . . . The Chicago Daily News.

Retail and national advertisers of food products appreciate this fact. That's why, during the first eight months of 1933, The Chicago Daily News carried 151,815 more lines of general food advertising than any other Chicago daily newspaper. And 38,434 more lines of retail food advertising than all the other Chicago daily newspapers combined.

Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

-Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO



THE CHICAGO DAILY NEWS
The Chicago Daily News is the only newspaper in Chicago that carries a full page of advertising.



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campaign
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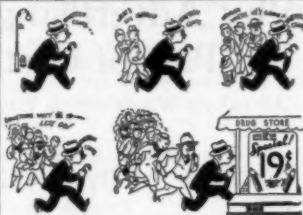
THE NEWS: The world's best shaving cream now selling at 19 cents a tube for limited time only.

Colgate's 25-cent shaving cream tube is the only one of its kind. It's the only one that's so big and so good. It's the only one that's so big and so good. It's the only one that's so big and so good.

Colgate's 25-cent shaving cream tube is the only one of its kind. It's the only one that's so big and so good. It's the only one that's so big and so good. It's the only one that's so big and so good.



FOR A LIMITED TIME ONLY!



Now consider people are rushing to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

Now is a wonderful time to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

Now is a wonderful time to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

Now consider people are rushing to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

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Now consider people are rushing to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

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Now is a wonderful time to get a great deal on Colgate's 25-cent shaving cream tube. It's a great deal for a limited time only.

Colgate-Palmolive Twins

TWIN campaigns, both using a humorous cartoon technique to impart a sense of urgency about taking advantage of two special price offers the company is currently making, have been started in newspapers by the Colgate-Palmolive-Peet Company, Chicago. One campaign features a 19-cent price on the regular 25-cent tube of Colgate's Ribbon Dental Cream, the other offers either Palmolive or Colgate shave cream, usually 35 cents, at 25 cents.

In addition to their resemblance in message, appeal and illustrative style, the two campaigns employ the same size space unit—10¼ inches on four columns.

There is this difference. The shave cream copy employs a single situation cartoon, the toothpaste a sequence type. But

the underlying idea is the same.

One of the shave cream advertisements depicts a prospective bridegroom leaving the scene of pending matrimony, to the facially expressed surprise of the parson and pain of the bride. He accounts for his departure with: "Sorry, darling—I gotta hop—I just heard the big shaving cream news!" The details of the offer are explained in straight copy below.

An example of the toothpaste copy shows, in progressive scenes, a gentleman with an umbrella hastening down the street and muttering, "Nineteen cents." With each picture he recruits additional followers and in the fifth and final scene the whole menage, by this time very sizable, is pulling up at a drug store which is displaying the Colgate offer.

Booth and Galbreath Advanced by Sharon Steel

Arthur S. Booth, since 1928 general sales manager of the Sharon Steel Hoop Company, Sharon, Pa., has been made vice-president in charge of sales.

Thomas M. Galbreath, assistant general sales manager since 1928, has been advanced to general manager of sales.

B. E. Kibbee, vice-president, has been made executive vice-president. J. Milton Hughes now is vice-president in charge of operations.

"Herald and Examiner" Adds J. A. Dickson

John A. Dickson, formerly vice-president of the Mitchell-Faust Advertising Company, has joined the Chicago *Herald and Examiner*. He will head a new division within the paper's local advertising department which will concentrate on State Street advertising. Before he entered the advertising agency field Mr. Dickson was for a number of years associated with the Hearst Newspapers.

Why Advertising Should Not Be Part of Cost of Product

Non-Advertisers Want Codes to Place Unjust Burden on Manufacturers Who Advertise

A letter from an executive and an answer

By A. Wineburgh

President, Carbona Products Co.

EFFORTS are being made by non-advertisers to influence the wording of codes so that advertising will become a part of the cost of the product. Recently Mr. Wineburgh pointed out the dangers and fallacies of this theory in an article in *PRINTERS' INK*. This article was read by the executive whose letter follows. His questions were put to Mr. Wineburgh whose reply is so illuminating that it is printed in full. For obvious reasons the identities of the executive making the inquiry and of his company are not revealed.

Editor of PRINTERS' INK:

1. I want to ask for a little information regarding your opinion as to the article, "Advertising Jokers in NRA Codes Undermine Spirit of Act."

2. First, possibly it would be true that in putting out an entirely new product on the market, to get it introduced, a certain amount of capital assets should be considered or used for advertising for one, two or three years, as the case might be.

3. However, in our case, on what we term our Blank Brand, packed in hermetically sealed tins, we were the originators of the idea of specially processing and hermetically sealing the product in tin cans so as to be able to always retain the original freshness.

4. The first can that we packed of this was in the season of 1925 and we had good business from year to year and had no competition until 1926, when we were followed by one competitor, and ever since that time, we have some other brands coming out every year and every brand that comes out always is at a price less than we have been charging for Blank Brand.

5. We have spent possibly \$250,000 on advertising in this period of

time on our Blank Brand in newspapers, magazines, radio, etc. When we could get our price of \$2.25 per case and did not have too much competition, we could show a profit in our business. This advertising during all these periods has been taken out of our profits and has not been charged in any way back to our capital assets.

6. Beginning about 1930, 1931 and 1932, competition commenced to cut prices, some selling as low as \$1.50 per case, and we came down to \$1.90 per case. During 1931 we showed a little profit.

7. In 1932 we showed a nice loss and we have so far in 1933 been showing a loss and we believe we will show a loss for the entire year.

8. Now in rechecking back on our books, if we did not charge any advertising into our expense account, we would break even but personally we feel that we are justified in charging this advertising to our expense account. We are spending about 5 per cent of our gross sales for advertising this particular article.

9. We are proposing that when our industry sets up its code we insist that every member of the industry who does any advertising, will show the same in their original

Sept. 14

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costs and not in the capital stock as you suggest.

10. Now we agree that a new article possibly should be as Mr. Wineburgh says, but it is a question in our minds that where an established brand is on the market, that we should continually charge this advertising expense to capital stock. It seems to us that evidently we would have a lot of good-will which possibly might be worth something or might be worth nothing. I believe we have made ourselves clear and we would like to have your explanation or reaction as to whether we are not right in insisting that our competitors should charge their advertising to an expense account because in the formation of a code you must not sell below cost.

11. For instance, if we would have an actual cost on a case of \$1.50 and we spent 25 cents per case for advertising, and we sell the case for \$2.00, we feel that the advertising should be charged into the expense account. If not, and our competitors worked on the same basis, they could sell their product for less money than we could and simply charge their advertising over to capital stock—which we cannot agree upon as being proper.

* * *

CARBONA PRODUCTS COMPANY
NEW YORK

Editor of PRINTERS' INK:

I am in receipt of your letter of September 1 in which you have asked me to reply to the letter which was written to you as a result of the interview with me that appeared in PRINTERS' INK.

I am glad to express my opinion in regard to the various questions raised, discussing the various paragraphs in the order in which they have been written. Inasmuch as my answers may be interpreted to reflect upon the business policies of the firm that propounds the questions, I would also suggest that you do not refer to them by name, as some of the statements I make may furnish ammunition that may be used maliciously by competitors.

In reply to Paragraph 3 of the letter referred to the first requisite

for successfully advertising any product, is merit. Merit alone, however, does not guarantee success, nor does temporary success indicate that the policies are right.

Success in business over a period is based on an investment in advertising and sound business judgment.

Is it possible that the product was priced too high at the beginning, opening the door to competition wide enough to permit the product being sold to the wholesaler, to the retailer and to the consumer at a sufficiently attractive price with the result that the thing that happened, could not help but happen?

In Paragraph 4 it is stated that the product was put on the market in 1925, without competition until 1926. Whether this was during a period of three, six, nine or twelve months makes no difference. It takes about this time for competitors to learn whether or not a product has public acceptance and to prepare to manufacture, distribute and advertise it. It is also stated that competitors followed one after another, always at a price less than that which was charged for the original product.

It is stated in Paragraph 5 that when the product was sold at \$2.25 per case, with but little competition, it showed a good profit. My answer to this is the same as my answer to Paragraph 4.

In Paragraph 6 it is stated that prices of competitors were cut to as low as \$1.50 a case, as against \$2.25 per case and while the original product, which it is stated was cut to \$1.90 a case, may have found a market, it was too late—competitors had taken advantage of the higher price, and through advertising and other efforts entrenched themselves so that when the price of the original product was reduced to \$1.90, it is evident that the psychological moment for meeting competition had passed.

In Paragraph 9 it appears that the manufacturers of the original product who are spending 5 per cent of their gross sales suggest that the advertising be included in the cost of the product because competitors are spending a larger

percentage, and as in so many other industries, each is trying to saddle upon the large advertisers penalties such as they believe will react to their own advantage.

My answer to Paragraph 9 also answers Paragraphs 10 and 11.

The following example may express more clearly what I have written:

It would be to the advantage of Manufacturer A, who spends \$10,000 a year in advertising, if Manufacturer B, who spends \$100,000 in advertising, were required to include his advertising expense when determining the cost of his product; and if A's business were one-half the amount of B's business, it is easily seen what the advantage to A would be.

There is no set percentage upon which advertising is based—the amount of advertising depends

upon whether or not it is a new product, or an effort is being made to enlarge the territory in which it is sold, or increase its sale in the market in which it is being sold.

Surely all this indicates that to include advertising in figuring the cost of a product would be eminently unfair, stifling enterprise, reducing the possibilities of increasing employment and keeping alive the many industries which advertising embraces—advertising makes possible the wide circulation of newspapers, magazines and other media, that play so vital a part in the lives of the people of the nation, from the standpoint of information, education, entertainment, and in the creation of lucrative employment.

A. WINEBURGH,
President.

P. I. Officers

THE board of directors of Printers' Ink Publishing Company, Inc., met last week and elected Roy Dickinson as president of the company to succeed the late John Irving Romer. Mr. Dickinson has been with PRINTERS' INK for fifteen years as staff writer, associate editor and vice-president.

Other officers are Douglas Taylor, vice-president; Richard W. Lawrence, secretary; David Marcus, treasurer.

The board of directors now con-

sists of the following persons: Katherine N. Romer, Richard W. Lawrence, Roy Dickinson, Douglas Taylor, David Marcus, G. A. Nichols and Charles J. Baker.

G. A. Nichols, sixteen years with PRINTERS' INK as Chicago editorial representative and later as managing editor, has been made editor of the PRINTERS' INK Publications. C. B. Larrabee, associate editor, becomes managing editor. Andrew M. Howe, staff writer, is now associate editor.

Clapp Elects Agency Man to Directorate

D. G. Schneider, of the merchandising department of Young & Rubicam, Inc., New York advertising agency, has been elected a director of Harold H. Clapp, Inc., Rochester, N. Y., baby foods.

Jewelers Appoint Mathes

Marcus & Company, New York jewelers, have appointed J. M. Mathes, Inc., advertising agency of that city, to direct their advertising.

With Green-Brodie

Robert H. Feldman, formerly with the New York Times, is now an account representative with Green-Brodie, Inc., New York advertising agency.

Dittmann Now Radio Executive

William F. Dittmann has been appointed advertising manager of Station WTMJ, Milwaukee. Until recently he was in charge of advertising and sales promotion of the Milwaukee Label & Seal Company. He also formerly was advertising manager of the Milwaukee Herold.

Rice Returns to Gunnison

Charles R. Rice, recently with the Magazine of Wall Street, has again joined the staff of Stanley E. Gunnison, Inc., New York advertising agency, with which he was formerly associated. He becomes production manager. George Smith has joined the staff as an account executive.

The Rich Seattle Market Hits a New Era of VOLUME BUYING



ALWAYS GOOD, the Seattle Market is, today, buying in a way that makes it one of the best selling spots in America. Thousands of re-employed are back on payrolls. A healthy market this, for immediate sales.

THE POST - INTELLIGENCER EXCLUSIVELY Responsible for These Sales Successes

Olympic Bread increased sales \$5,000 monthly . . . M. D. Toilet Tissue, introducing a new, high-priced item, took first place against aggressive competition . . . F. W. Fitch Co. making more sales in the Seattle Market than for years . . . Dr. West Toothpaste still showing increases over last year's 385% gain . . .

Here's a market of optimists, geared to \$332,685,000 spending-power. Advertise to the people whose response to P-I advertising has proved they are ready to buy.

SEATTLE POST-INTELLIGENCER

Seattle's Only Morning Newspaper

Nationally Represented by RODNEY E. BOONE ORGANIZATION

The Golden State Am GO



In SOUTHERN California

LOS ANGELES and its Southern California Market are setting a rapid Buying Pace.

The motion picture industry announces the ambitious schedules in their history . . . petroleum exports jumped a million barrels in a month . . . summer building broke the record in the territory . . . Pasadena spends 47% more monthly than last year; Long Beach, 12%; Los Angeles, 6%; in these three communities alone, \$145,000,000 a week is being spent.

Here is a 3,000,000-consumer market, with 10% of the State's wage-earners, producing \$700,000,000.

Get into the Southern California Market with The Los Angeles Examiner . . . the most penetrating sales medium in the territory, with the largest HOME-DELIVERED circulation. Boone Man will tell you about Examiner Successes.

THE KEY TO PROFITS IN

Los Angeles

EXAMINER

The Largest Home-Delivered Circulation in Southern California

NATIONALLY REPRESENTED

NEY E. BO

te America's GOLDEN MARKET



In NORTHERN California

WORK is beginning on the Oakland-San Francisco Bay Bridge—that mammoth project that will pour \$75,000,000 into the coffers of the West . . . 7,000 new jobs created. Manufacturers, wholesalers, retailers on their toes to take advantage of this new impetus.

And other new activity in the Northern California Market . . . car loadings, building permits, real estate sales, new car sales, industrial development, shipping, new business, employment, all showing healthy gains.

Over 2,500,000 consumers in this Northern California Market with a retail purchasing-power of well over a billion dollars.

Get into this rich Northern California Market with The San Francisco Examiner . . . the greatest sales influence in this market because it has the largest HOME-DELIVERED circulation. Ask the Boone Man.

ITS N RICH CALIFORNIA



ER *San Francisco* EXAMINER

The Largest Home-Delivered Circulation in Northern California

SENTED NEY E. BOONE ORGANIZATION

The ESSENTIAL INK



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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The INGREDIENT

Day 39 Important Executives

DURING this present series of advertisements of the Rodney E. Boone Organization, the statements of 39 of the country's leading sales executives have appeared. . . .

Their opinion has been unanimous . . . that there is an **ESSENTIAL INGREDIENT** which must be added to every sales plan, *if it is to succeed*. . . .

Salesmen may be hand-picked; they may be trained in a product's advantages; they may even have long experience . . . still they must be given the added, essential ingredient of *specific* knowledge of each *specific* market. In no other way can they be fore-armed against the obstacles peculiar to individual areas.

The Pacific Coast is an example of this truth . . . where distribution differs from all eastern and mid-western methods . . . where the markets differ essentially from one another.

In order to furnish sales and advertising executives with accurate and dependable data of this type, Hearst newspapers maintain a highly trained corps of marketing men in the 14 important markets represented by the Rodney E. Boone Organization. Their findings are continually kept up to date through over 300,000 annual interviews. This information is quickly available to all who would add the essential ingredient. . . .

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

The Association's Non-Member Problem—A Possible Solution

Co-operative Groups Should Adopt Insignia to Identify Members

By John F. Sherman

President, National Industrial Advisory Corporation

HUNDREDS of trade associations today are undertaking the responsibility of administering for their industries the codes of fair competition which are being filed under the National Industrial Recovery Act. Virtually every association is confronted with the problem of how to deal with the non-member who refuses to join and to share the burden of expense and responsibility but who is not averse to participating in the benefits.

In the past, it was possible to establish and maintain a certain distinction between members and non-members of the association, which, in a slight degree at least, was favorable to members and partially compensated for the fact that they were "paying the freight" and the non-member was riding "deadhead." It was possible to confine the distribution of useful information to members only and (subject always to the restrictions of the anti-trust laws) an association frequently could accomplish things which gave members the inside track as compared to non-members.

Under the present program for codifying industries, however, the distinction between members and non-members is wiped out with the single exception that the members pay the bill for administering the code and policing the industry and non-members do not. When approved by the President, the code applies to every unit in the industry and its beneficial effects are felt by all. The statistics gathered by the association for the purpose of studying the effect of the code and for plotting the course of the industry toward greater prosperity must be made available to *everyone* covered by the code.

Non-members will share equally

with members the benefits resulting from the economic planning of an industry, the better balancing of production and demand, the stabilizing of prices. Uniform cost systems which will be worked out by a large number of associations, as a means of policing provisions against sales below cost, must be made available to everyone affected by such a provision, regardless of membership.

Non-members of an association will find it easier hereafter to make it appear that they are members in good standing by talking glibly about being members of their *industry's code* or subscribers to the *code*, thereby creating the impression that they are heartily supporting the recovery program whereas, not being members of the association which undertook the burden of preparing and policing the code, they are giving it no financial support and often no moral backing either.

Association's Job and Expense Increased

On the other hand, the association's job and the expense involved are increased considerably by the necessity of preparing and policing the code. Its preparation involves increased expense for research, meetings, traveling, additional clerks, printing, etc. Its administration inevitably will add greatly to the cost of running the association for it must police not only the activities of its members in a much more thorough and detailed manner than was customary before the code, but it must also undertake the policing of the non-member portion of the industry as well.

These elements in the industry are likely to require the most attention, incidentally, being least inclined to co-operate, as is proved

by their disinclination to become members of the association. In other words, that portion of the industry which is likely to cause the heaviest expense for policing is the very same portion which does not help to bear that policing expense.

Obviously, such a situation is thoroughly inequitable. What can be done about it? Will our Government which is exercising so much influence in the operation of business generally today, solve the problem and see to it that a policy of fairness will prevail?

Non-Member Can't Be Assessed

Unfortunately, it appears that the Government is not able to do so through the exercise of any authority given President Roosevelt by NIRA. There is nothing in that law, legal experts agree, which gives the Government the right to assess non-members of an association for a share of the expense of administering a code, and of course, not having the right itself, Government cannot assign or transfer it to any association.

Probably the majority of trade association executives and executives of industries who have served on membership committees will concur in the view that the usual type of membership solicitation will be of little avail with the non-membership element, particularly in distribution industries made up of a large number of comparatively small units, and in manufacturing industries made up of many companies doing a local business. Appeals to their fair-mindedness, co-operative spirit, generosity, patriotism, the public interest, the welfare of their industry, etc., will have no effect with large numbers of those who believe the clever and profitable thing to do is to let someone else shoulder the burden while they share, nevertheless, in the benefits.

Consequently, some form of pressure or inducement must be brought into play which will not violate any law and to which, if possible, the NRA can give its approval, by acquiescence, at least, if

not in any more positive manner.

The writer believes such a method would be found in the adoption of an insignia by any association which has assumed the responsibility of administering a code.

That insignia should be so devised as to indicate clearly that the user of it has assumed his proper proportion of the responsibility and expense involved in administering the code by joining the association or assuming an equivalent obligation. The use of the insignia would be withheld from non-participants, of course.

The insignia should be promoted, made familiar to everyone in the industry and to related industries which buy from or sell to the particular industry involved for the purpose of encouraging everyone to deal only with those people in an industry who are entitled to display its insignia.

One of the steps might be to solicit pledges from related industries to the effect that they will look for and encourage the display of the design by those with whom they do business. Such an appeal can be based upon the principle of the good old Golden Rule—"Help us to administer our code as you would have yours administered." The fact that all industries are engaged in a common cause, each with a code as its instrumentality, should make this appeal effective.

Insignia Should Be Publicized

Advertising agencies, trade journals, the press and the world of the printed word in general could play an important part in putting over such programs, of course. In addition, the insignia of each industry should be publicized through incorporating it into the sales promotional and educational literature of the individual companies and in their letterheads, envelopes, order blanks, invoices and other business forms.

In substance, this plan contemplates applying the same principle of using the pressure of public opinion which already has been used by the NRA in connection

with the President's Re-employment Agreement. The Government is using the blue eagle emblem as a means of identifying those who are assisting in the campaign, and unofficially, at least, the public at large is being encouraged to patronize only those displaying the blue eagle.

It is entirely possible that the Government would prefer to see some single form of insignia used by all industries instead of a separate design for each; perhaps, something patterned after the blue eagle, in order to cash in on the public's present familiarity with the blue eagle.

There would be certain advantages in doing so undoubtedly. For one thing, the cumulative effect of all industries using the same design would be tremendous.

On the other hand, it would be difficult to make business men and the public understand that the insignia (especially if it were at all like the blue eagle) involved more than mere compliance with the code (which is all that the blue eagle indicates), and that it involved participation in the cost of administering the code as well.

Whether it be single insignia for all industries or a separate one for each, there still would be a man-sized job to be done with advertising in making the insignia and its significance so strongly felt within each industry group that it will drive into the association membership the non-members who are not helping to pay the cost of self-regulation, from which they are certain to derive a great benefit.

New York "Evening Post" Changes Size

The New York *Evening Post* today changes its page size to one tabloid in format. It will have a five-column page. Editorially, the *Post* will adhere to the policies which have been its standard in the past. Announcement of the change was made by Harry B. Nason, Jr., who is in charge of the *Post* as the representative of John C. Martin, president of the Curtis-Martin Newspapers, Inc., and of The New York Evening Post, Inc. Mr. Nason formerly was with the Curtis-Martin papers in Philadelphia.

New Magazine Group

W. J. Delaney, formerly advertising director of the Newsstand Group, is to be advertising director of the newly organized Newstand Fiction Unit. Offices will be located in the Graybar Building, New York, and the Wrigley Building, Chicago. Included in the new group are *Ranch Romances*, *Black Mask*, *Complete Detective Novel Magazine*, *Wild West Stories*, *Love Adventures*, *Rangeland*, *Love Story Magazine*, *Action Stories*, *Lariat Story Magazine*, *Wings* and *Frontier Stories*.

With "Deseret News"

Sidney Olson, for five years copy chief and art director of Stevens and Wallis, Inc., Salt Lake City, has joined the editorial staff of the *Deseret News* of that city.

Appoints Everett Currier

Everett Currier has joined the staff of the Independent Typesetting Company, New York. He becomes vice-president, in charge of layout and design.

R. L. Atwood, Vice-President, Schweinler Press

Roy L. Atwood has become associated with the Charles Schweinler Press, New York, as vice-president. The Schweinler Press, following its acquirement of the printing plants of the McGraw-Hill Publishing Company and the Munsey Company, is now printing the publications of these companies and other well-known publications.

Mr. Atwood was for eighteen years with the Williams Press, Albany, N. Y., of which he has been president for the last seven years.

Mitchell-Faust Adds to Staff

W. K. Bowden and R. A. L. Herweg have joined the Mitchell-Faust Advertising Company, Chicago. Mr. Bowden was formerly with the sales staff of the Chicago *Tribune* and with the sales promotion division of the San Francisco *Examiner*. More recently he operated his own advertising business at Sheboygan, Wis. Mr. Herweg was formerly with Crowell, Crane, Williams & Company and Lord & Thomas. More recently he has been with Blackett-Sample-Hummert, Inc.

Stocker Returns to Presbrey

A. J. Stocker, who was a member of the staff of the Frank Presbrey Company, New York advertising agency, nine years ago, has again joined that agency as an account executive.

Bolton Leaves New York Club

Joseph R. Bolton has resigned as secretary-manager of the New York Advertising Club. E. D. Gibbs, vice-president, will take over the duties formerly performed by Mr. Bolton.

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Bank through good benefit

Today its race increased

Here of The city of 5,513 and the This getting

This through

TH

Dan A

Getting Better!

Bank debit figures, department store trade figures all through the depression have shown Indianapolis to be a good market—to possess stability, and the ability to benefit from any upward trends.

Today, business IS definitely better in Indianapolis and its radius—employment IS increasing—buying power IS increasing.

Here's an interesting paragraph from a story in The News of Thursday, August 31st: "Tabulation of surveys in the city on code compliance and unemployment reveal that 5,513 new employes have been hired by Indianapolis firms and that weekly pay rolls have increased \$105,790.14." This represents Indianapolis only—the entire Radius is getting results from the NRA campaign.

This market CAN be sold profitably and economically through one newspaper—The Indianapolis News.



THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York

Chicago

Dan A. Carroll, 110 East 42nd St.

J. E. Lutz, 180 N. Michigan Ave.

If I Were A Great National



IF I WERE a great national advertiser, in the midst of momentous and encouraging times, I should look for the most enduring and most effective bond between me and the people who buy my products. My search would end in the knowledge that *the love of good stories is the common meeting place of all intelligent minds.*

Literature—which is tomorrow's opinion of today's great stories—continues to be written, I am sure. Whether we recognize it or not, we are read-

ing it—even though we know it simply as *the best fiction.*

For fiction, generally speaking, supplies most literature, because fiction more than all other writing is based on emotion and *emotion moves mountains because it moves men and women.*

. . .

SO TO find the people who can be moved to buy my products I should see where they read the best fiction.

Naturally I would look at the magazines wherein a ma-

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ea National Advertiser

ure authorship is presented to
n adult readership. I would
art with Cosmopolitan.

I WOULD be interested in its
background. I would know
that Mark Twain, Rudyard
Kipling, H. G. Wells, John
Galsworthy, O. Henry, David
Graham Phillips, Owen Wis-
ser, Jack London and Arnold
Bennett wrote some of their
best stories for Cosmopolitan.

But I should be much more
interested in its present authors.
I should note that while Cos-
mopolitan properly gives more
space to the *established literary*
values of Pearl Buck, Louis
Bromfield, Edna Ferber, Somer-
set Maugham, Fannie Hurst,
Joseph Hergesheimer, Ellen
Glasgow, Ernest Hemingway,
Dorothy Parker, Katherine
Brush, Mary Roberts Rinehart,
and Kathleen Norris, it is
notably receptive to new writ-
ers whose work has distinction.

. . .

WHILE I should note the
authority and convic-
tion of its articles, I should watch
particularly the vitality and
strength of its novels and short
stories. I should see how they
stimulate those fundamental
motions that are the main-
spring of human action. I

should estimate this emotional
appeal in terms of *a new car, or
new clothes, or a new refriger-
ator, or a trip to new places.*

Only then would I look for
more factual values. I would
consider a single issue of Cos-
mopolitan as it was recently
printed in a limited edition in
the ordinary type and paper
size of the familiar novel. I
would marvel that this volume
of 463 pages (exclusive of the
advertisements or the illustra-
tions) could be made to sell
for 25c.

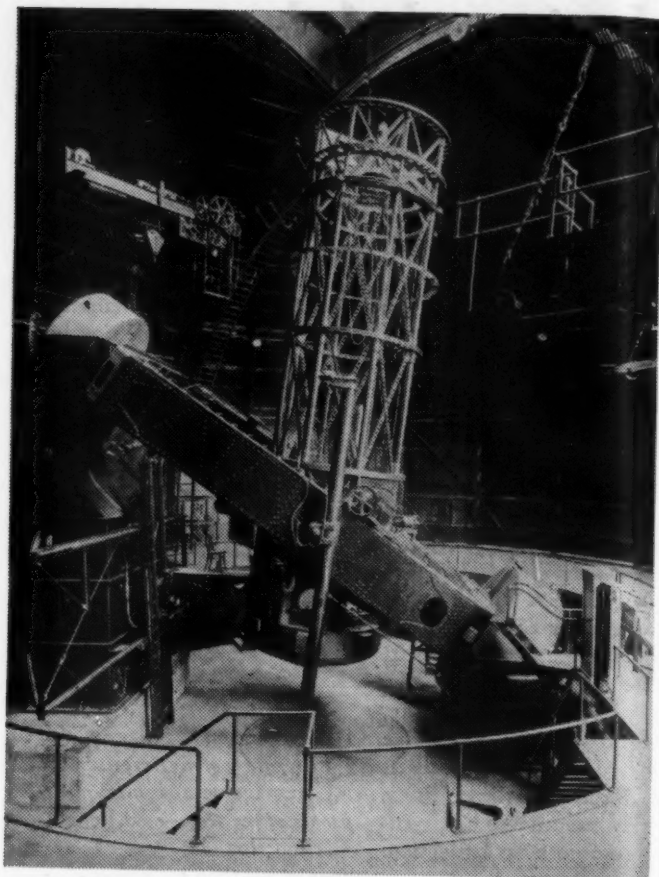
And *then* I would realize that
literature is not a matter of *the*
way in which *great fiction* is
printed but in the way it is
written.

. . .

SO I should make full use of *the*
literature of my time to carry
my message *to the intelligent*
people of my time—and I could
find no sounder way, I am
convinced, than by advertising
in Cosmopolitan.

For the men and women who
respond to Cosmopolitan's lit-
erary values are bound to re-
spond to its advertising values.
For they in truth do make Cos-
mopolitan *the* class maga-
zine with more than one and
one half million circulation.





WORLD'S LARGEST TELESCOPE

Located on Mount Wilson, one of Los Angeles' nearby peaks, it has a lens $8\frac{1}{2}$ feet in diameter, gathering as much light as 160,000 human eyes. Although the moving parts weigh 100 tons, it is automatically kept in focus by a powerful driving clock.

The Los Angeles Times recognizes Southern California's intense interest in scientific matters, and, as the only home-owned newspaper, makes a feature of local scientific affairs as part of its distinctive local news service. Printing what home folks want to read about has given The Times its dominant leadership—in family circulation, volume of advertising, growth and stability.

LOS ANGELES TIMES

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Why Friendly Copy Is Best

It's Simple as Mashed Potatoes and Gravy When Regarded as a Social Relation, Terraplane Finds

By Mark Wiseman

Director of Advertising, Hudson Motor Car Company

SELLING is essentially a social relation—between maker and seller on the one hand, and buyer and consumer on the other.

If selling is to be a process of making customers rather than merely making sales, it must be graceful and civilized.

It is hard to believe that anyone who wants to make you his friend would say, "How do you do?" with a frown on his face and a piercing look of suspicion in his eyes, one hand gripping your arm like a vise and the other digging into your pocket for your wallet.

No, I think he would greet you with a smile and a hearty handshake and his question would be genuinely concerned about the state of your health and your prospects for good fortune.

The advertiser who is being made uncomfortable by the barbs of his competitors will prepare his advertising in a truculent attitude, with a chip on his shoulder. The egocentric advertiser who can't abide the thought that he or his product lacks the merest tittle of perfection will be stuffy and pontifical. The advertiser who has been driven to desperation by red figures and falling sales will reveal his anxiety by overstatement. The advertiser who "doesn't-give-a-damn-what-anybody-says" will "hit-between-the-eyes" with a "punch-in-everyline."

We have prepared our Hudson and Terraplane advertising this year in a spirit of friendly concern.

We have first taken the attitude that nobody except our stockholders, the members of our organization and Hudson-Essex owners is fundamentally interested in our cars.

We have then adopted this simple advertising formula:

"Tell people about what you have to sell in such an interesting fashion that they will want to buy it."

After all the talk about emotions and appeals and impulses and psychology, that really does sound pretty simple, doesn't it?

Difficulties might seem to pop up when we ask ourselves, "What do we mean by 'interesting'?"

But you don't have to study books or consult psychologists to find out what interests people. The answer stares at you from your mirror every morning. First, last and all the time—people are interested in *themselves*.

In spite of all the efforts of religion, philosophy, ethics and education to persuade the human race to "put aside" self-interest, it is self-interest that motivates every human act.

How can we flag the self-interest and desire for self-satisfaction of people who want a new automobile, and thus assure attention for a Terraplane advertisement?

First, by words and pictures and voices that say, "How do you do?" in such a way that the person addressed will stop whatever else he is doing and investigate. Second, by offering a story in which *people are acting*. Third, by the use of genuine news of events in which the Terraplane has played a part.

Putting the Reader in the Advertisement

In the lexicon of the psychoanalyst there is a very useful word—"Identification." Identification, in this sense, means thinking of yourself as another person who is doing something *you* might be doing under a set of given conditions.

So we have said our "How do you do?" to newspaper readers by the use of photographs of real people having a genuinely good time in easily distinguishable situations—doing things that the readers themselves would in most cases like to do, and saying things that the readers would be likely to say if

they were in similar situations. We have tried to avoid packing our dialogs full of "selling points"—real people don't "sell" things to each other when they are having a good time. The "selling" in the dialogs is done entirely by suggestion and implication.

When a charming young woman

the girl and boy than they are in Pike's Peak.

When a smiling father says to his son, "Come on, fellow—let's get started. I want to show your mother what this new chariot will do," pride of ownership and pleasure in Terraplane performance is indicated just as surely as if a

"My dear, how *can* this child sleep in a car? My offspring are so jumpy as children when they ride."



The New De Luxe ESSEX TERRAPLANES

are here . . . factory-equipped with

RADIO!

It was bound to come—sure, as has happened so often in automobile history. (Hudson is first!)

The new De Luxe Essex Terraplane are factory-equipped with Radio—the Radio-convertible radio—dischargeable, with lighted dial and coil, another first.

But this is only part of the story—these new De Luxe Terraplane have radio tuner, radio set light, automatic flash in the moment and most beautiful of modern colors, silver light, side-sweep on the dash, chrome air shield—

1000 worth of quality equipment, at an actual extra cost of only between \$100 and \$150.

Capitals and set them today—both Essex and Light are available in all models. From the most young convertible here on down to the

• HUDSON • • • ESSEX TERRAPLANE •

DEPOT, 471, N.W. PATTERSON BLDG., WIS. • FARMERS SIX MONTHS, NEW • CHRYSLER, NEW • SPECIAL SIX COUPE, NEW • FORD, NEW

ROBERT S. COLE, INC.
100 Hudson, 471, N.W., Wis.

BRADMAN SALES CORP.
100 Hudson, 471, N.W., New York

PANORAMA MOTORS CO.
100 Hudson, 471, N.W., New York



TYPE IN TO THE NEW TERRAPLANE DEVEL. AND P. M. HONORARY WRAP, AND
HARRY P. S. A. HUNTER TERRAPLANE ORCHESTRAL, 100, N.W. HUNTER, NEW
Visit the Hudson-Six Sales at the Chicago World's Fair, Electrical Building

The Terraplane advertising formula: Tell people about what you have to sell in such an interesting fashion that they will want to buy it

says, as she gets out of a Terraplane after her first ride, "Why dance when we can Terraplane?" that gives her opinion of Terraplane more strongly than a hundred words of argument.

When a young man asks the young lady with whom he is riding in a Terraplane convertible, "Gee, where'd you get \$10?" and she says, "Won it from Dad. He said my Terraplane couldn't make Baily's Hill in high," that suggests hill-climbing ability almost as well as a Pike's Peak record—and a lot more people are interested in

column had been used to describe acceleration superiority—and far more humanly and quickly.

When a young man in tennis flannels tells a lovely young thing in a Terraplane sports roadster, "I'm full of Terraplane parent-trouble myself. My wise elders now go Terraplaning and leave the heavy old bus sulking in the garage," he is voicing the universal rebellion of youth while he gives the Terraplane its place of distinction above the old-fashioned heavy-footed car.

How about headlines? Shall they

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And, price, wh the read

"knock 'em dead" with ego-words that would instantly stamp their author as a prime boor or a pan-handler? We don't think so. We're paying money to have them printed—why pay to insult the reader's sensibilities or his intelligence? We're out to make friends. So we try to be pleasant and cheerful about the matter. We'd rather say, "Terraplaning day by day keeps the service bills away," or "It isn't the speed—it's the rapidity," or "Gentle as a pup, but a glutton for punishment," than to fling a handful of rocks in the form of biggest-best-most-economical-ruggedest words.

When it comes to text, we prefer to talk as man to man, rather than as seller to buyer. We could just as cheaply (or expensively) say, "Buy the car that costs least to run—save money—this is the car you want."

But that seems a little too harsh when you're talking with a friend, or with one who you hope will be a friend. So we say, "Let's dispose of economy right away, so you can buy an Essex Terraplane just for the fun and thrills it will bring you."

Or, by implication, we let Terraplane owners themselves do the talking. "Get a group of Terraplane owners together—anywhere in the world—and they sound like convention delegates all trying to nominate the same candidate: 'Never have to shift gears on hills,' 'Get around every car on the road without effort.' Etc."

Actual Economy Experience

Or, we digest the economy-experience of Terraplane owners who have driven hundreds of thousands of miles and kept daily records sworn to before a notary—with actual figures for gas and oil consumption and repair expense. Or, we announce hill-climbing and acceleration records made by the Terraplane under official supervision of the American Automobile Association.

And, at the end, we give the price, which means nothing at all if the reader hasn't been interested

in what he has already read, but everything if he has—because now he can begin to figure how he can buy the car he wants.

When it comes to radio—well, you know how jittery you feel when some unknown and justly unheralded "announcer" bawls, "Buy these goods I'm paid to talk about." How you wish some genii would slip you a nice round rock and direct your aim through the ether to the front teeth of the speaker!

How Announcer Was Picked

We wanted to avoid that kind of reception by the people we invited to listen to B. A. Rolfe and his Terraplane dance music. So we said, "The man who talks about Terraplanes to our guests has to be different from everybody else on the air. He must have a distinctive personality. He must be entertaining. He must be genuine and sincere. He must believe every word he says, and he must have the personal experience to back up that belief."

That was a pretty large order. But Billy Repaid fills it. Billy owns a Terraplane—bought with his own money. In his own words, he's "nuts about it." In his voice, as he starts off with his cheerful, "Hello, there" vibrates a friendly, genuine enthusiasm which engages both the attention and the affection of the audience, and when he ends up with his high-pitched crescendo—"Hot diggety dog—that's Terraplaning!"—I doubt if there are many listeners in the land who do not say to themselves (and often enough to the others in the party) "Boy, I'd like to own one of those cars."

Well, that's the story of our 1933 advertising in brief. It's as simple as mashed potatoes and gravy. The advertising itself is built upon facts—as the Terraplane is built upon the tested principles of Unit-construction—we have never consciously made a statement which couldn't be proved. (We did quote gas-mileage once in terms of Canadian gallons, but that was a slip.) It is as human and informal as we can make it. And we believe it is

making people talk—not about the advertising, but about the cars.

Our chief difficulty has been one of selection—from the story we have to tell of cars that out-perform every other car on the road, from all the news these cars create from day to day all over the world, we can use only fragments; but each fragment must cause an explosion

in the mind and imagination of the reader.

Another difficulty is still in the future. It will become a reality if and when we should lose our humanity and let advertising flubdub and bunkum complicate our simple formula. If that *should* happen watch that upward sales curve turn the other way.

Personalized Dealer Help



LIEBMANN BREWERIES, INC., Brooklyn, N. Y., is personalizing its window displays. The company's salesmen make arrangements with dealers for the installation of displays. Then a photographer is sent around to take a picture of the dealer.

This photograph is mounted on the display which the dealer later receives. The display announces

that "I am your dealer John Doe. I handle all the fine foods that taste good with Rheingold."

The dealer is urged to feature various food products with the display. A dealer is not likely to put this display in the storeroom, because it is different and is his own display and because he knows the advertiser has gone to trouble to give it local atmosphere.

Radio Campaign for Brillo

The Brillo Manufacturing Company, Inc., Brooklyn, N. Y., has appointed the Frank Presbrey Company to handle its radio advertising. A series of network broadcasts start October 1.

Sim Joins Chevrolet

Frank N. Sim, formerly director of merchandising and advertising of the Dodge Brothers Corporation, has joined the advertising staff of the Chevrolet Motor Company, Detroit.

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The BALTIMORE SUNPAPERS GO HOME...

Of the 141 men who hold Sunpaper route franchises, upwards of 40 have been delivering The Sunpapers continuously for 10 years or longer.

For example, Albert A. Kramer, who is here pictured with a few of the "solid blocks" on his route. Carrier Kramer has been serving Sunpapers without let-up since 1921.

Sunpaper Carrier Service thoroughly covers Baltimore and suburbs. In many hundreds of blocks Sunpapers are delivered regularly to every occupied house.

Such efficiency, such coverage, places emphasis upon what most advertisers already know: Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.



THE SUNPAPERS in August DAILY (M & E) 266,412

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Seclaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

“Man Was Created October 23, 4004 B. C. at nine o'clock in the morning!”

FROST and famine were preferred by the Pilgrims . . . Malaria and massacre were the costs to the Cavaliers . . . all to avoid a motherland that wouldn't change its thinking.

So wrapped up in the traditions of a thousand years was the England they left behind them that no less a personage than Dr. John Lightfoot, Vice Chancellor of the University of Cambridge and undoubtedly one of the most eminent scholars of all time, published as his *magnum opus*:

“Heaven and earth, centre and circumference, were created all together, in the same instant, and clouds full of water . . . This work took place and man was created by the Trinity on October 23, 4004 B.C., at nine o'clock in the morning.”

Yet, while indulgently pointing out that astronomical formulae, architectural principles and cosmetic recipes unknown even to the learned Dr. Lightfoot were occupying the attention of a great civilization along the Nile exactly at Dr. Lightfoot's hour of Creation—many a modern scholar still preaches that the cosmic ray theory, the vitamin table and the prediction of the decline of modern civilization are infallible!

ALL history is nothing more nor less than an account of the conflict between those who have settled the affairs of the world to their own liking and those who don't particularly like the way that those affairs have been settled.

In the field of modern journalistic opinion, for example, Liberty was condemned by some when it emphasized the potential leadership in Franklin D. Roosevelt long before he had become a serious contender for the Democratic nomination.

Liberty was criticized by others when it published a signed statement by Adolph Hitler outlining all the policies that he intended to—and subsequently did—put into effect, nearly a year before the civilized world took his dictatorship aspirations seriously.

Liberty announced Alfred E. Smith's repeal plan which was subsequently hammered into the Democratic platform, prophesied Roosevelt's dictatorship ideas in a series of articles by Colonel House and dramatized the Back-to-the-Land

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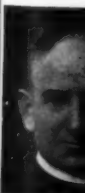
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movement which culminated in the twenty-five million dollar appropriation under the National Recovery Act to support that movement.

FOR all of these and many other expressions of its Liberal editorial policy, Liberty was, at the time, attacked by the traditional stand-patters.

Yet, today, more men and women come back again and again and ask for Liberty every week than for any other magazine.

Three exhaustive investigations by as many independent experts, covering over two years, prove beyond doubt that Liberty is read *more thoroughly* than any other popular magazine.

Of the best read editorial features, more are *non-fiction* in Liberty than in any other general weekly.

And that thorough, thoughtful reading is found to extend from the editorial pages to the advertising columns . . .

Today, with liberalism the very keynote of our existence, no publisher—and no advertiser—can afford to insist that the world was created at “nine o’clock in the morning”!

The open mind and the eye on the horizon are the one way back to prosperity. Liberty, as the journalistic keynote of popular liberalism, asks, what other advertising medium can give your product a more sympathetic background? What other banner can do so much to bring the exiled patronage of the Pilgrims and Cavaliers back home?

DR. E. F. DAUGHERTY

MUNCIE, INDIANA

President, Isaac Walton League of America

DR. DAUGHERTY WRITES TO LIBERTY:

“I MUST say, I like Liberty because it so consistently justifies its name in the general line of ‘expostulating’ and prophesying. It is, week after week, provocative. Liberty very decidedly is contributing constructively.”



DR. ANDREAS BARD

KANSAS CITY, MISSOURI

Pastor, St. Mark's Church, Kansas City, Mo. Author: *The Dawn of Tomorrow and Other Lectures; In Memoriam; Your Flag and My Flag; The Trail of the Covered Wagon; The Bride of Bagdad; Seven Ages of Man*

DR. BARD WRITES TO LIBERTY:

“I AM glad you are not merely critical, liberal, progressive, but also constructive. The wrecking crew has its place, so has the construction gang. It takes less genius to be a destroyer than to be a builder. Liberty is not Nihilism and I congratulate your writers on their contributions to progress rather than on their criticisms of past errors.”





Reflecting a Successful Flight

In the August advertising record of the St. Louis Star and Times, is reflected the improvement in business generally since the Blue Eagle appeared upon the nation's horizon.

This newspaper gained substantially over August, 1932, in every major division of advertising—retail, general, automotive and classified—showing a . . .

Gain of 85,992 Lines in Total Paid Advertising

Authority: Media Records, Inc.

Through the application of such greater business-building efforts, loyal and alert retailers and manufacturers lend strength to the wings of the Blue Eagle . . . and for themselves earn a deserved reward in mounting sales.

In August, 1933, the St. Louis Star and Times carried the largest volume of National Advertising of any August in the history of this newspaper.

—(From figures compiled by Star and Times Statistical Department)



ST. LOUIS STAR AND Times

National Advertising Representative—GEORGE A. McDEVITT CO.

How One Company Ended Free Deal Charge-Back Nuisance

A Simple Matter of Price Adjustment Gives Dealers Same Average Cost, and the Thing Is Done

By Thurston Merrell

Vice-President, The Wm. S. Merrell Company

FOR the last four years we have conducted an active campaign of monthly "free goods offers" on a line known in the drug trade as Merrell's Daily Health Needs, including such staple household products as milk of magnesia, mineral oil and aspirin tablets.

The free goods idea has become thoroughly ingrained in the drug field for many years past, and the pages of the leading drug publications have been filled with free goods offers, most of them seasonal, with some year-round offers.

Of course, there has never been such a thing as "free goods." It is merely a figure of speech to represent a concession in price for quantity.

Whether or not any considerable number of druggists really believed that they got anything "free" on a deal, the so-called "free deals" originally served a valuable purpose in encouraging the buying of original packages of reasonable size, as against multitudes of small orders of broken shipping units. These numerous small orders not only added greatly to the distributor's cost of doing business all the way through—from order-taking to shipping and billing, but deprived the retailer of the sales advantage given him through display units in which moderate quantities of one to three dozen were frequently packed.

During the inflation period, all too many free deals were expanded into volume buying inducements and often resulted in retailers purchasing, under high pressure, with the result that the inducement offered was cut out of proportion to the capital that was locked up.

When the depression came and continued, the ability of the average retailer to buy even moderate

quantities became severely curtailed. Credits were restricted and the wholesaler, so far from welcoming large orders, in many instances found it necessary to cut the quantities or turn them down entirely, because he did not dare to increase the retailer's liabilities.

An increasing number of druggists went from slow payments to the C. O. D. list, where their purchasing power was necessarily limited to the available cash in the till.

The basic idea behind the Merrell's Daily Health Needs Line has always been to enable the retailer to offer, first, products of genuine quality backed with a reputation of a manufacturer over one hundred years in business, and second, through purchasing from his wholesaler as wanted, to enable him to reap interesting profits on a satisfactory turnover.

Back of all this, we believe in the economic necessity of wholesale druggist distribution and this line has, therefore, been distributed entirely through selected wholesale distributors, whose interests we have sought to consider along with those of the retailer.

Cuts Out Free Goods, and Adjusts Prices

While, therefore, the free goods deal continues to flourish in the drug industry, we decided upon a drastic change in our Daily Health Needs sales program, and during August of 1933 cut out all free goods, whether offered on a seasonal or on a year-round basis.

Prices were adjusted to give the retailer the same average cost as he would have secured by taking advantage of free goods offers. The small independent has been placed in position to buy his requirements in whatever quantities

he needs them from his wholesaler and at prices that are attractive and yield an interesting profit.

With this move we have sacrificed some incentive to volume buying on the part of those comparatively few independent retailers who are still justified in making large volume purchases. As against this, we have enabled the great mass of retailers to buy conservatively from their wholesalers at more attractive prices than they could have secured before, except through quantity deals.

Thus the free goods "charge-back" nuisance has been eliminated and the wholesalers and ourselves have been relieved of a mass of bookkeeping necessitated by free goods, for which the wholesaler must be compensated when he in

turn passes them to the retailer.

This change has been most enthusiastically received by both wholesalers and retailers, and there is already evidence that we shall more than make up in a multitude of small purchases, which the independent retailer makes from his wholesaler, any sacrifice made in lost volume from the comparatively few larger retailers who formerly bought the big deals.

I believe that the original "free deal" had much to recommend it, but that it has been badly overworked and entirely distorted from its original purpose . . . and that it is in harmony with the spirit of the times to replace the "free deal" with the "New Deal," thereby doing away with what is no longer an economically sound practice.

A Plan to Combat Substitution

BETTER HOMES & GARDENS
EASTERN OFFICE

Editor of PRINTERS' INK:

I do not believe brand substitution, particularly in the grocery and drug field, is popular with the consumer. I think it is generally conceded that anything which can be done to prevent persistent efforts in behalf of brand substitution on the part of sometimes officious grocery clerks and drug store clerks will be greatly appreciated by the public and would certainly be appreciated by those whose sympathies lie with the manufacturers of nationally advertised brands.

Where this business of brand substitution is attempted to the point of annoyance, as it sometimes is, it does definite harm to the store as well as to the manufacturers. It is very possible that chain-store managements, in particular, and even local managers of unit stores and independents handling wholesaler brands, are not fully conscious of the harmful effects of an over indulgence in enthusiasm for merchandise which they wish to push for the sake of a slightly greater profit or just as a matter of support for their organization or wholesaler.

There are a lot of men interested in the advertising business. There are a lot of men engaged in the manufacture of nationally advertised foods, drugs, etc. These men and their families have wide circles of friends, none of whom is interested in the pushing of unbranded merchandise. Wouldn't it be wise for PRINTERS' INK to get back of the idea of having all advertising men ask their good wives to report to them any real attempt at brand substitution and to write a letter about it not to the manufacturer of the brand in question, but to the headquarters of the chain involved or to the manager of the store involved?

Obviously, this letter should not criticize the clerk in question but should deal with the effect on the consumer's attitude toward the store when said consumer has been subjected to an unreasonable or an unnecessary brand substitution talk. It is also important to do this where the effort at substitution was successful and the substituted product was unsatisfactory.

Why would it not be a good idea for advertising men and their families to urge their many friends to co-operate and write?

L. M. BILLINGSLEA.

Pay Rolls Again

are coming out of the Mills of

PITTSBURGH

AS Steel goes, so goes the nation! Pittsburgh is doing its part in speeding Recovery. This great industrial center is humming with activity, and huge pay rolls are again finding their way into the channels of trade. Pittsburgh, always a lucrative market for every manufacturer's product, offers a rich field for the alert, progressive national advertiser.

The PITTSBURGH EVENING AND SUNDAY SUN-TELEGRAPH are indispensable mediums for those who seek to reach the families with money to spend in this densely populated metropolitan Pittsburgh district . . . Alive and interesting, carrying the world's greatest features, with a complete coverage of local, and all the world's worthwhile news, these newspapers are to be found in the homes where the American standard of living is the rule . . . those homes that can afford nationally advertised products!

In the evening newspaper field nearly half of this great City of Buyers cannot possibly be reached except in the pages of the PITTSBURGH SUN-TELEGRAPH . . . And on Sundays! The SUN-TELEGRAPH overwhelmingly dominates all this Western Pennsylvania and Tri-state territory.

Pay Rolls again!
And **WHAT** a market!
And **WHAT** a medium!

THE PITTSBURGH EVENING AND SUNDAY

SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Public Relations, Keynote of Financial Advertisers

It Is the Obligation of Bankers to Help the Public Understand Their Place in Economic Life

TWO topics dominate the discussions at the convention of the Financial Advertisers Association, meeting in New York this week. One gives expression to bankers' resentment against the unfair publicity which they feel has unduly placed the blame for the economic breakdown at their doorstep.

Speakers brought the convention face to face with the charge that the financial community had permitted itself to be made the scapegoat. In a review of the facts which made this situation possible, the convention proceeded to a discussion of plans and policies which would lay the foundation for a constructive program of education. Its objective is the restoration of bank prestige.

The part that financial advertising executives are ready to contribute toward this need for public education was set forth by H. A. Lyon, F. A. A. president. He proceeded on the premise that bank officers concede the need of such education to sound banking and, accordingly, will encourage their advertising executives to spend part of their time for the next several years in promoting the acceptance of better banking.

Public relations, warp and woof, he declared, is a major part of banking. But the psychological effect of the F. A. A.'s independent existence works to disadvantage rather than good, he warned, and tends to confirm the impression that financial advertising executives are mavericks in the banking field. Emphasis was laid on the mutual benefits to be gained from integration with such bodies as the American Bankers Association, Association of Reserve City Bankers and other similar banking organizations.

Bank advertising, itself, was criticized as having been too long

of an unintelligible, at least, non-informative nature. Copy that consists merely of an invitation or a financial statement was deplored; the invitation because it gives little information; the financial statement because it is thoroughly informative to a few and not easily comprehended by the many.

John H. Puelicher, president of the Marshall & Ilsley Bank of Milwaukee, pointed to the experience of bank advertisers during the bank holiday as evidence of public eagerness to read bank advertising. Even in fine type, these messages were read word for word.

Banking Troubles from Legislation

Not the least of bankers' troubles has to do with the activities of law-making bodies. In California alone, it was stated, about 300 bills introduced at the last session of the legislature had to do with the banking business. Some of these spring from interests antagonistic to banking, some originate with bankers, and some are the result of political demagoguery. All of them are important in affecting the question of public relations.

What can be accomplished when bankers act in concert where their interests are jeopardized, was described by Edward Elliott, vice-president, Security-First National Bank of Los Angeles. California bankers joined in fighting a proposed bill. Through newspaper and radio advertising, through addresses made by bank officers trained to handle the issue, and by direct-mail literature, the bankers' side of the story was presented to the public. When the proposed amendment came up for decision by the people, the vote was two and one-half to one in favor of the bankers.

Business Men Prepare to Hold Banquet to Kansas Convention—Remains at Fair Recall the Days of 1893

"World's Largest Watermelon" Arrives in Chicago—French Expedition Honors State President in Arctic

Look, MOTHERS! Free!
Get these new Post Toasties Cut-Outs for your children

Post Toasties Come Finest

Delicious! AND ONLY 5¢ OIL!

ELCO-HEAT
Bottled in California
Manufactured by
Elco-Heat
and others, Chicago, Ill.

POST TOASTIES

NEW!

Now you can HIGH-SPOT YOUR ADVERTISING NEXT TO NEWS PICTURES!

● HIGH-SPOT
POSITION

● 100% VISIBILITY

● PEAK
READER INTEREST

● NO INCREASE
IN COST

● Now, at no increase in cost, you can place your advertising on pages made up exclusively of news photos—in Chicago's most productive advertising medium.

With the September 10 issue, the Chicago Sunday Tribune launched an innovation in newspaper-making which steps up to even higher levels the result-getting power of advertising in Chicago's most popular newspaper.

● A Timely Aid!

At a time when all aggressive manufacturers are improving their products to meet and stimulate demand, the Chicago Tribune leads the way among American newspapers in making advertising more productive under the in-

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XT T News photographs get immediate, interested attention. Gallup and other surveys conducted among readers of all ages and levels of family life have revealed the unique power of news pictures. Advertisers themselves recognize the value of the photograph—and the current multiple unit layout is emphatic evidence of its selling effectiveness.

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● It's the Trend!

The Chicago Tribune has made steadily increasing use of news pictures in its columns. Years ago the Tribune began daily publication of a back page of news photos, in addition to the pictures throughout the paper. More recently two full pages of news photos were added to the already large quota carried in the Sunday Tribune.

Now, for the first time, the Chicago Tribune makes advertising available on news photo pages. At no premium above the regular cost of black-and-

white, run-of-paper advertising, you can frame your selling messages in a setting where they will receive high-spot attention from 50% of all the families in Chicago and suburbs. In addition, you reach 250,000 families of the same high type living in towns and cities adjacent to Chicago.

● Get Details Now!

The time to take full advantage of this new selling force is now. Ask for a Tribune representative to give you complete information about the Chicago Tribune's new combination news photo and advertising pages.

CHICAGO TRIBUNE

World's Greatest Newspaper

Old-Time Fighters Come Back— to Boost Omega Oil

Their Exhumed Testimonials Are the Basis of a New Campaign

"YOU can put me down as saying," wrote John L. Sullivan, "that Omega Oil is fine stuff to rub on the body and limbs. Its green color suits me, too. It is the color of nature and the color of the shamrock. Nature, Ireland, and Omega Oil is a great combination to tie to."

Yes, the Boston Strong Boy who conquered Kilrain, the Sullivan who, for money, fought with bare knuckles on the bloody turf and, for fun, bullied smoke-hung bar rooms with bellowed offers to lick an-ny man in the pla-a-a-ce—John L. Sullivan wrote "limbs." No doubt he picked the word to show the highbrows that he *could* be elegant.

The bear-like Jeffries wrote about Omega, too, and so did black-haired Corbett, and spindle-shanked Fitzsimmons, and boyish Frankie Erne, and shadowy George Dixon, and neckless Tom Sharkey and snub-nosed Terry McGovern.

They were mighty men.

When Omega Oil came back, recently, to the advertising arena, its advertisers reached back into the past for some linkage of remembrance with which to tie the product of today with the product's prestige of yesterday.

In the Omega tradition there were an array of old-time fixtures—and fixtures, in a rather literal sense, they were. There were the Omega goose, and the Omega sailor—the latter a man, to be sure, but a man created by synthesis. There were others—characters and things that even the Omega management had forgotten.

The management studied the memory of the public. What Omega characters were remembered by the man on the street?

The answer, developed by research, was found to be this: The prize-fighters.

And so the old-time men of might came back, their testimonials

reprinted just as they wrote them years ago.

In a modern advertising page their pictures look strange. The mustached Sullivan, oddly resembling the late W. L. Douglas, re-appears as he looked when a wing collar and a white tie helped transform him into a lecturer for temperance, although a crescent of type, arcing above his head, still proclaims him "Heavyweight Champion."

Commenting on his reproduced testimonial, the modern copy says:

"The 'Champ of Champs,' was not much of a testimonial writer—but he knew how to help muscular aches, pains, bruises, as well as how to cause them."

And then: "Today all athletes know that there's nothing like Omega Oil. It does three things where ordinary liniments do only one. It stimulates local circulation to ease congestion. It penetrates into the skin pores (as an anodyne) to calm tortured nerves. And it rubs in safely—gives the limbering-up benefit of massage."

The reincarnated Corbett says: "I never knew anything like Omega Oil for putting the limbs and body into shape after prolonged exercise. It takes out soreness, and keeps it out, too. That may be claiming too much, but I believe just what I say because I have used it so often with such good results."

Linking Past with Present

Linking past to present, the headline says: "World's Champion—now as then—to knock out pain!"

A generation, a half-generation ago, Omega Oil must have been an energetic rounder-up of the comments of prize-ring combatants. For one of the headlines of the modern series proclaims:

"World's Best Liniment—say the greatest fighters of all time."

*NAME

THE C

All...

the king's men



DOWN South, old King Cotton is feeling mighty fine, suh! And so are all the king's men—those growers of one of America's most important farm products. For cotton is up \$17 a bale. That means money, suh!

But here's a fact that some pessimists overlooked. When cotton prices were 'way down, people kept right on buying and using cotton. Even the King's men who were selling it for low prices—bought it back again from smart manufacturers who kept on making it into finished products. And so did all the rest of rural America.

One of these manufacturers* advertised his product in *The Country Home*. 17,000 *Country Home* readers replied to the advertisement—one of the largest returns the company ever had from any magazine.

Now this manufacturer knows where he can find a ready market. And he knows the magazine that dominates that market:



THE **Country Home**

*NAME ON REQUEST

THE CROWELL PUBLISHING COMPANY, NEW YORK

risen to a point where millions of people throughout the country have thought of Collier's as the only place where they can get the news of Collier's are discharging ably and honorably. In these days when the goal is none too clearly defined, your editorial page

CAMPBELL SOUP COMPANY.

ACD:b



Al Dorrance

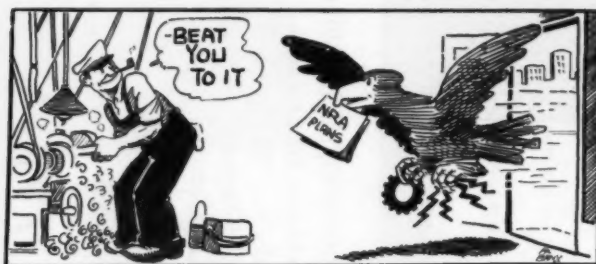
President.

In answer to Collier's request for permission to reprint his letter, Mr. Dorrance replied: "There is no objection. Our letter was written as a spontaneous expression of the progress Collier's has made and is continuing to make . . . We have every confidence that the present noticeable improvement in business is only a start. To prepare for further increases The Campbell Soup Company has arranged to expand its advertising materially. Collier's has earned its place as a vital part of these new advertising plans."

Collier's FOR ACTION !



THE CROWELL PUBLISHING COMPANY NEW YORK

Worcester, Massachusetts**Worcester Didn't Wait**

Worcester did not wait for the Blue Eagle. Worcester factories have been humming since Spring. From April to July Worcester's industrial payrolls made a gain well in excess of 45%.

In July Worcester's industrial payrolls jumped 16% and industrial employment gained 11% over June, both gains being above the Massachusetts average. August 26 found Worcester's industrial payrolls up another 10%—and

Worcester's Industrial Employment Within 25% of Normal*

*January 1928 was taken as a basis for computing normal employment.

Worcester is working—earning—buying NOW. This rich and responsive market may be covered with ONE medium—The Telegram-Gazette—read daily in more than 85% of all homes, both in the city of Worcester and in Worcester's average 18-mile suburban trading area, which every day receive a Worcester newspaper.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts
George F. Booth, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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Pegasus at the Post

A Revival of Advertising Poetry Is Seemingly Upon Us

By P. H. Erbes, Jr.

POETRY, somebody or other has said, has in the broad sense played as important a part in the development of the race as science. Well, science has certainly had its inning in the advertising pages, so it seems only right that poetry should now have a turn at bat.

That appears to be exactly what is happening. A trend seems in the making, in recent months, toward re-employment of versification as a means of making purchases of products practically imperative. The movement has been slow, almost imperceptible in growth and the total poetry lineage is still very small compared to science or the runner-up, sex. The percentage gain month by month is, however, quite large.

The term "re-employment" is, of course, used advisedly. Everybody remembers that advertising went through a veritable epidemic of poems, or jingles as they were called then, which died out about the time this country entered the World War. Some statistical and posterity-minded soul should begin to chart this thing to determine whether advertising poetry returns every seventeen years, like locusts.

The revival, if it is one, is completely logical. For one thing, we are witnessing a general return to imaginative romanticism, as evidenced by the renewed advent of bicycles, romantic literature, soft music and Lady Lou fashions. Poetry obviously fits in with this better than science.

More significant, perhaps, from an advertising point of view, is that the power of entertainment as an advertising tool of the moment has been convincingly demonstrated in recent years. Outstanding examples are comic strip advertising and the radio. And there is an undoubted entertainment element in poetry for nearly all people—depending considerably, of course, upon the poem—which is unattain-

able in plain prose. This prose, for example.

In commercial, or advertising, poetry this entertainment element is principally a matter of humor, either direct, that is, of the text, or implied, of the rhythm. The current trend may also see considerable experimenting with the possibilities of the more serious and dignified kind of verse, in order to capitalize on the inspirational element of poetry.

Matthew Arnold once said: "The grand power of poetry is its interpretive power, by which I mean the power of so dealing with things as to awaken in us a wonderfully full, new and intimate sense of them, and of our relations to them." If serious poetry can do that, these poets are just plain suckers to be sitting around in garrets starving. We shall examine what seems to be an example of pure, imaginative verse in advertising a little further on.

From Jingles to Ogden Nash

The renaissance of advertising poetry is taking numerous forms, ranging from the good old-fashioned jingle to the modern sophisticated verse of the type sponsored by Mr. Ogden Nash, among others. But generalizations are especially meaningless in poetry and the best way to see where this thing is getting to is to cock a critical eye at some samples of the current crop.

There are two main classes of poetry usage, one where the verse serves virtually the entire copy function, the other where it is used as an adornment or attention-getter for an advertisement containing a selling story in conventional prose copy style. A good example of the first-mentioned technique is offered by the W. J. McCahan Sugar Refining and Molasses Company, which is making it the basis of

effective employment of small space in newspapers. An example:

All the peaches on a tree
Were disgruntled as could be.
"What," asked one, "have we in store
But deep wrinkles by the score?"

"Listen, Girls," another said,
"Better times are just ahead.
I hear Sunny Cane preserves
All our buxom peachy curves!"

Kings beer, in an all poetry advertisement, presents a more distinctive rhythm, which is sampled here in part. I don't know how anybody else feels about it but this little poem implanted in me more of a real hankering for the prescribed product than any other beer advertisement yet noted.

Here,
With Kings Beer
I sit
While golden moments flit;
Alas!
They pass
Unheeded by;
And, as they fly,
I,
Being dry,
Sit idly sipping here
Kings Beer.

A notation in the advertisement indicates the piece is an amended version of George Arnold (1834-1865). This is essentially a good idea, but pending the general adoption of a practice of paraphrasing established poetry a clause should be put in the advertising agency code definitely limiting the number of versions of "Boots" which may be used in any given year.

The verse used in Supplee ice cream advertising bears a nice touch of romantic imagery:

Out of the haziness, veiling a dream
He pictured a mountain of sweet
frozen cream—
Piled in rough peaks where syrup-
like brooks
Gushed over fragments of nuts in
the nooks.
Above was vanilla all drifted like
snow;
A chocolate precipice fell off below.
Through the ravines, ripe strawber-
ries slid

Past yawning caverns where treas-
ures were hid.

It was ever-so-clear in the light of
the moon

And it seemed like a dream to the
boy with the spoon.

And here is the sophisticated note. This must be classified as poetry, whether Edgar Guest likes it or not, because, as Aristotle opined, the indispensable essence of poetry is invention. This is In-venting:

Napoleon must have been an awful
lummox

If he thought that armies are the
only things that travel on their
stummox,

For, out on the broad Atlantic
Salt-sea air seems to make most ap-
petites frantic

So it's the French Line that every
person chooses

Who has a tender regard for his (or
her) sophisticated gastric jooses.

The Ex-Lax people have added an innovation of their own, by crossing the poem with the comic strip. This verse is very terse, indeed, there being only one foot to the line, and the situations portrayed in the cartoon strip are essential elements of the story. I'll quote one here and the reader can fill in his own pictures:

Hired!
Fired!
Learning!
Earning!

Quaker Oats is also using verse in comic strip advertising, but the sense is not so completely dependent upon the illustrations. A new twist here is the company's suggestion that you sing its poem to an indicated tune, a practice menacing to the American home, however, unless it is additionally specified in the future that the reader sing strictly under his breath. Carol this one to the tune of "London Bridge":

If you'd feel that extra vim—
Helps you win—helps you grin—
Don't delay but just begin
Qua-ker breakfasts.

Perhaps most consistent of the

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users of all-verse copy is the Burma-Vita Company, which has been heralding the virtues of Burma-Shave in poetic meter for a good many years. I choose to quote from memory my favorite among all these, at the risk of committing one or more inaccuracies:

Does your husband rant and rave,
Grunst and grumble, misbehave?
Shoot the brute
Some Burma-Shave.

The Campbell Soup Company has probably the most venerable record of all as an exponent of poems, being the only faithful link between the last poetical vogue and this one.

Campbell uses its verse as a supplementary element to regular prose copy. The style is quite familiar:

Sunshine all around you—
Sunshine when you play—
Sunshine in good Campbell's Soup
Eat it every day!

And then, of course, there is Sunny Jim, who has returned after all these years to speak once more for Force.

Sunny Jim is in a strictly 1933 background, of course. We'll have to do without the last line in this example, because it was used as the basis of a limerick contest. (Where's your old pal, Phoebe Snow, Jim?)

Jim Dumps came back in twenty-nine,

When stocks were up and business fine.

For three years now he's spread the gloom

Dyspepsia claimed him for her groom
Till force restored his pep and vim,
..... Sunny Jim!

The employment of serious poetry, hinted at in an earlier paragraph, is to be found in a recent advertisement by Guerlain. This is especially notable because it is in free, or blank, verse. I'm not entirely sure, but I think this is meant to be poetry, going on the premise that anything with irregular right-hand margins is poetry. If not, my apologies to the Guer-

lain writer, but it seems rather nice, especially for talk about a cosmetic.

Complexions youthful and silky
smooth
acknowledge their debt to Shalimar
Powder

For utter flattery lingers in its
blended tints.

And youth renews its radiance on
your cheek at the touch of a texture
so soft... so unbelievably gentle...
that you are astonished, hours, hours
later,
to discover its enchantment clinging
still.

Scented with the fragrance of Shalimar,
it is the climax of loveliness in
modern

make-up. At all the smarter shops in
six marvelously perfect skin shades.

All this gives a fair cross-section of what is being done at present. There are obviously many styles of verse which remain unexplored. Thus the trend has plenty of room for expansion.

An especially intriguing possibility, it seems to me, is the application of verse to commercial announcements on the radio. This would provide a fresh source of interest for the radio copy, putting into it an entertainment note that would bring it into more effective competition with the program numbers.

For example, something like this:

Good evening, radio audience!
Grant, we beg, your hesitance,
While we orate a thing or two
Of vital consequence to you.

While touring in the family hack
No doubt the motor has a knack
Of heaving with a total lack
Of harmony.

Alarming! There comes a disconcerting rap,
A burst. A bang. A thunder clap!
To wit, a case of Piston Slap.

End this motive woe you must
With all its toll upon your years
Your druggist has it. Listen. Just
Put Sorbo Cotton in your ears!

Are ye scannin'?



Photo—Criterion Photocraft

Toddy Uses Stamps as Premiums

TODDY, INC., a division of Crocery Store Products, Inc., is about to distribute 1,500,000 premiums. Moreover they come from all over the world—from such strange and distant places as Azerbaijan, Angolas, Guatemala and Congo. They are stamps.

To some people a postage stamp is something to put on an envelope, but to 15,000,000 individuals in this country the postage stamp is that and something more besides. It is something to paste in an album, catalog for its value, scrutinize for its watermark, measure for its perforations and take all round delight in.

The stamp offer is made in a thumb-nail leaflet which is placed beneath the key of a can of the product, Toddy.

As a beginners' special, the company features a collector's outfit consisting of an album with spaces for over 2,000 stamps, a packet of 100 different stamps from all over the world and a pack of 1,000 stamp hinges. This combination is available to those who send in a coupon and 25 cents. The individual packets of stamps, segregated by countries, are offered in return for a coupon and 10 cents to cover mailing and handling expenses.

Slagg Back with Graham-Paige

G. G. Slagg has resigned from the Howe Printing Company, Detroit, and has returned to the advertising department of the Graham-Paige Motors Corporation, of that city, where he will be in charge of production.

Boston Agency Adds to Staff

Arthur M. Menadier has joined the staff of Dowd & Ostreicher, Inc., Boston advertising agency. He was formerly with Louis Glaser, Inc., of that city.

Has Kruschen Radio Account

E. Griffiths Hughes, Inc., Rochester, N. Y., has appointed the Lewis-Waetjen Agency, Inc., New York, to handle the radio advertising of Kruschen Salts. Test broadcasts are under way at the present time.

Represents "Outdoor Life"

Cole & Meyers, Inc., publishers' representative, Chicago, has been appointed Western representative of *Outdoor Life*, Mount Morris, Ill.

Concerning Life on the Planet Mars With a Few Comments About This One

Just before he died, the great astronomer Lowell, who spent his life in the study of the planet Mars, sat one evening with a group of friends and told the following story:

As a young astronomer he had read one day that a certain great scientific body had offered twenty-five thousand francs for the first person who established proof that there was life on our near neighbor, the planet Mars. His imagination was touched; and more because of the dare than because of the reward, young Lowell set to work.

His task took twenty-five years. Among other things he had to make a study of human eyes in order to check his own. He found that there were eyes with short rods and eyes with long rods. The eyes with long rods could see distance more surely. He tested those eyes for months at a time on distant telegraph wires before he brought them to the telescope.

But surely, very surely as the years went by he established in the mind of the astronomical world the fact that the planet did slowly change color when the sun crossed its equator every two years, and the season of its spring time came on (for Mars revolves around the sun every two years, instead of one). Gradually he established the fact that this change in the color of Mars, spreading slowly from the poles toward the equator, was the same change that takes place in the color of our earth when our spring comes. In other words, there was vegetation on Mars, and vegetation is life.

More years passed and the young Lowell, no longer young, found himself in Europe and bethought himself to collect the old-time reward. But the sages of that great scientific group looked at him curiously.

(Continued on next page)

"Mars," they said, "life on Mars? Why, we know all about that. We've known *all about that for years.*"

* * * * *

A rather long story for a rather short point.

Within the past ten years America has been making social and economic changes on the face of this earth of far greater importance than Lowell's discovery of the changes on the face of Mars.

It is not important that True Story Magazine, with its tremendous wage-earning circulation as a background for its study, was able, *and was the first* to put the meaning of these changes into words and to make America conscious of what they were.

A short time ago, you had your President formulating his plan for the National Recovery Act. The basis of that plan was that Labor should have more wages and shorter hours. The purpose of that plan was to provide this great mass market with still greater buying power.

In one of the very first of these True Story pages it may interest you to remember that we said,

"America's Greatest Discovery is that Labor must have the leisure and the money to buy all the things that it helps to make."

"That America has come upon a period of mass production. That if you have mass production you must have mass consumption. That we have arrived at a time in world history when American Labor has become a controlling market and is no longer to be considered as a commodity."

* * * * *

The repetition of these records is not important to you now any more than Lowell's appearance before that scientific body was important to them. Nor, will it be any more disappointing to us than it was to Lowell if you have forgotten their origin.

The important thing is, *How are we going to interpret this National Recovery Act?*

And here is where True Story Magazine can help once more. It can help by directing your approach

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toward this great wage-earning market with which we have been so closely associated for so many years.

We told you in one of these pages several years ago that the cultural standard of America's great wage-earning mass has risen so rapidly that it was mentally conditioned to absorb all of the new things that America's mass production was turning out. *Please let this sink in: You couldn't do with the peasant class of Europe what you can do with the wage-earning mass of America.*

We told you in another of these pages after the depression had struck that the greater education of this wage-earning mass had made them intelligent in relation to the problems of this country.

Now, through the innumerable letters and manuscripts that cross our editorial desks, we are able to say once more that this method of securing National Recovery is *already working; that it had begun to work long before the President's proclamation was ever issued*; and that it will continue to work, if the employers of America will immediately back up this new activity with their re-employment on the one hand and their selling plans on the other.

The reasons for this have to do with the speed at which the wage-earning masses are spending and can spend whenever the payroll starts; to the intelligence of that spending, and to their widespread acceptance of what you are setting out to do.

The come-back already is almost entirely in the mass field. We know this by our letters and manuscripts. We know it by our rapidly increasing news stand sales (for most of True Story sells from month to month on the news stands, and the wage-earner's family does not go to the news stands to buy True Story Magazine when he is out of a job). And finally we know it by the mass production charts in many of your own great factories.

Automobile sales, for example, have gone up right straight through the summer when they should have gone down. But almost entirely amongst the low priced cars where your wage-earning mass consumption is absorbing the output. True Story Magazine has been the sponsor of that mass market for many years. It never fails in producing mass results. True Story Magazine, 420 Lexington Avenue, New York, N. Y.

Sound Picture Is Selling Talk for Wire Rope

American Cable Company Backs Its New Presentation with Special Advertising

ADVERTISING whose sponsor remains anonymous; a selling method that brings to prospects the interest-sustaining voice of Edwin C. Hill—these are characteristics of the newest promotional work of the American Cable Company in the interest of preformed wire rope.

Preformed rope is a product on which the American Cable Company holds patents. Under the brand name of Tru-Lay, the company makes and advertises such a rope of its own. In addition, it has granted manufacturing licenses to other rope makers; and, to promote their sales, it has advertised the rope, generically, over the licensees' names.

There arose a problem of sales-presentation. The product is technical; but, mindful of the fact that its story lends itself readily to dramatization, the cable company's advertising manager, J. O. Lashar, adopted a mechanical, standardized presentation that is both visual and vocal.

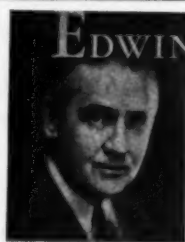
In a recording studio, Radio Reporter Hill stood before a microphone, in his hands a script that he, himself, had written in his own characteristic style. He had talked with the cable company's executives, and read the cable company's advertising. He had learned a great deal about wire rope; and what he had

learned had interested him greatly.

In his script he had drawn dramatic analogies—from baseball, from boxing, from golf. He wrote, not as a salesman, but as an impartial observer, reporting what to him was news. The preformed selling talk—which carefully omitted any mention of the cable company's own Tru-Lay—was read by the versatile Howard Smith, radio artist, who can talk as if he were two men, or as if he were a radio announcer, or a salesman.

Into the microphone, Mr. Hill read his story. At one point he paused in the recital to permit Mr. Smith, speaking as if he were two men, to talk the dialog of a dramatic incident that led to preformed rope's creation.

As he read, Mr. Hill watched his script for a certain mark that



EDWIN C. HILL tells Dramatic Story OF Preformed Wire Rope

World Famous HUMAN INTEREST Radio Reporter
builds Sound Picture showing
Greatest Basic Improvement in Wire Rope Construction
of Century

"I HAVE seen wire rope everywhere for years," said Mr. Edwin C. Hill, famous radio and newspaper reporter, "and just to look at it was to get the slightest clue of the growth and development behind its manufacture. That wire rope could be made by a special PREFORMED process to lighten its life to an astonishing extent was NEWS, by news to me—filled with drama and human interest."

Inspired by the dramatic possibilities of the "inside" story of PREFORMED Wire Rope . . . this commentator, known to millions, has completed a SOUND PICTURE which every who lives and the first showing now is an INDUSTRIAL CLASSIC . . . interesting, gripping, revolutionary . . . as only Mr. Hill's colorful, intangible style can make it.

It is the complete story of how wires and strands of wire rope and cable are PREFORMED in their manufacture to take the heaviest strains of 100 tons, then obtaining the costly descriptive scenes which show down the life of ordinary wire rope. Of utmost significance in this sound picture is the presentation of the actual PREFORMING principle at work in

deep, factory, when, construction project and elsewhere . . . SAYING untold thousands of dollars in the industrial expenditures of the nation.

By special arrangement copies of this SOUND PICTURE entitled "PREFORMED PERFORMANCE" will now be available at the various headquarters and branch offices of the manufacturers of PREFORMED Wire Rope. Arrangements have also been completed to offer a FREE showing of this remarkable production at YOUR place of business. The Vitascope Sound Picture Projector which accompanies the picture can be set up in a few moments in any office or factory, at no inconvenience to you. You and these members of your organization who are vitally interested in new business activity will want to see this sound picture immediately. Arrangements are being made now for the coming thirty days. We suggest that you write us on today for a showing of Mr. Edwin C. Hill's Sound Picture, "PREFORMED PERFORMANCE." There is absolutely no obligation on your part. Vitascope Systems, Inc., 333 Madison Ave., New York, N. Y.

The American Cable Company's name does not appear in the advertising

appeared and re-appeared in the typing; and each time, when he came upon the mark, he squeezed a "hand-push." Simultaneously, a deep-toned, electric gong, hung before an inter-connected microphone, said "Bong."

The words of the Messrs. Hill and Smith and the bonging of the gong recorded themselves upon a disk, which was a master record from which the recorders made 100 "working" records.

In operation, the presentation works like this:

One of the records is set in place on the turntable of a combination, electrically amplifying phonograph and projector. Into the projector goes a film of "stills"—photographs, wash drawings, diagrams, and the like. An operator sits beside the machine; and, as the phonograph bongs each time, he turns a knob that brings into focus in the projector the next picture. And the bonging, incidentally, serves to hold the attention of the audience; for, each time, it announces an impending change of scene.

The records and films have gone out into the field and are being "played" before groups—oil men, engineers, rope manufacturers, etc.

To heighten interest in the new presentation, the American Cable Company is advertising it in pub-

lication space—but not over the American Cable Company's name.

Emphasizing the news angle, the copy and layout, set in news style, proclaim that "Edwin C. Hill tells Dramatic Story of Preformed Wire Rope. World-Famous Human Interest Radio Reporter Builds Sound Picture Showing Greatest Improvement in Wire Rope Construction of Century."

The copy explains that, "inspired by the dramatic possibilities of the 'inside' story of Preformed Wire Rope, this announcer, known to millions, has completed a sound picture that many who have seen the first showing say is an industrial classic, interesting, gripping, revelational, as only Mr. Hill's colorful, inimitable style can make it.

"It is the complete story of how wires and strands of wire rope and cable are preformed in their manufacture to take the helical shape of the rope. . . .

"By special arrangement, copies of this sound picture entitled 'Preformed Performance' will soon be available at the various headquarters and branch offices of manufacturers of preformed wire rope. . . ."

In addition, the new presentation is being promoted through the American Cable Company's house magazine, "Tru-Lay Yours."

Adds "Beverage Business"

Beginning with its October issue, *Selling and Service*, New York, will add a new publication, *Beverage Business*, which for the present will be published as part of *Selling and Service*. C. R. Larson, formerly business manager of the *Soda Fountain*, will direct *Beverage Business*.

Sponsors Advertising Course

The fifth annual course in advertising, sponsored by the Advertising Women of New York, Inc., will open October 16. Classes will meet every Monday at 229 West 43rd Street. Registration blanks may be obtained from the club at 47 West 34th Street.

Austin-Western Appoints

The Austin-Western Road Machinery Company, Chicago, has placed its advertising account with Evans Associates, Inc., advertising agency of that city.

R. M. Parks with Wilding

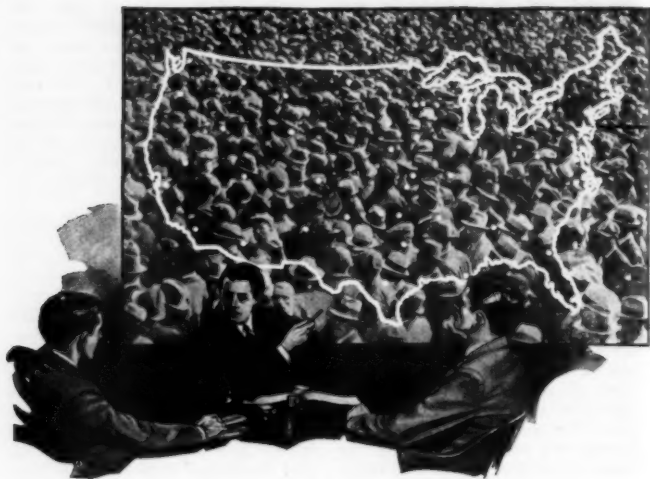
Robert M. Parks, at one time director of advertising of the Plymouth Motor Corporation and for the last three years on the staff of Columbia University, has joined Wilding Picture Productions, Inc., Detroit, commercial talking pictures. He will function in both creative and selling activities.

Mulligan, Bank Director

Ralph R. Mulligan, publishers' representative, New York, has been endorsed for director of the new First National Bank of Yonkers, N. Y., which a committee of organization is forming out of the restricted First National Bank & Trust Company.

Thomas Rees Dead

Thomas Rees, publisher of the *Illinois State Register*, Springfield, Ill., died at that city last week aged eighty-three. He had been publisher of a daily newspaper for fifty-seven consecutive years.



Where do we go from here?

THE job facing Business, today, is the moving of commodities from dealer and jobber stocks on to the consumer. This is the vital step in the cycle of distribution.

Giving the consumer the means to buy is the aim of recent legislation. Giving him the urge to buy is a task for sincere, intelligent advertising.

Many advertising plans are now under discussion. Many sales problems are being aired. When

and where to start? Which media to use? How long a commitment to make?

Certain conclusions are obvious: It is time for a quick control over sales plans...a time for speed, certainty and economy in reaching compact groups of people.

Start in metropolitan centers, where daily newspapers give this certainty, speed and control.

Start in Philadelphia—the metropolitan market which offers unus-



WE DO OUR PART

© 1933

Bulletin Co.

NEW YORK 247 PARK AVE.

THE PHILADELPHIA

ROBERT McLEAN, *President*

CHICAGO 333 N. MICHIGAN AVE.

BOSTON

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A message to manufacturers who are debating when and where to resume (or extend) their advertising . . . about a market which offers unusual advantages and economies.

ual advantages and economies. Only one newspaper is needed to reach nearly every home, and its advertising cost is one of the lowest in America.

Two million people! Half a million homes! Doctors, lawyers, business men, merchants, large and small, financial leaders, employers in industry, women in business, housewives in the home . . . all the members of nearly every family meet every day in the pages of The Philadelphia Bulletin.

For thirty-eight years The Bulletin has been a part of their home life . . . growing, without premium or circulation contest, from a few thousand circulation in 1895 to 494,492 today. (July, 1933 average). Two and one-half times the circulation of any other Philadelphia evening newspaper, more than any Philadelphia Sunday newspaper, more than all Philadelphia morning newspapers combined.

Start in Philadelphia, where ninety per cent. of the people live in private homes; where the products of 5,567 factories are so diversified that recovery is spreading over many lines.

Start in Philadelphia, with its hundreds of close-lying suburbs, and its great surrounding market in which sixteen million people may be reached by overnight delivery.

Start in Philadelphia, with its famous department stores covering city blocks, with its fine specialty shops, with its billion dollar volume in retail sales.

Start in Philadelphia, where sales impressions are *lasting* because it is a permanent market of homes; where the confidence of the entire family in one newspaper not only insures a complete and attentive audience, but also permits one of the lowest advertising costs among all newspapers in America.

EA EVENING BULLETIN

WILLIAM L. McLEAN, Jr., *Vice-President & Treasurer*

735 BOYLSTON ST.

DETROIT 321 LAFAYETTE BLVD.

SAN FRANCISCO 5 THIRD ST.



That New Prune Trade-Mark

NO matter how well the artist paints it, no matter with what glamour it is surrounded, a bowl of prunes is still a bowl of prunes. Not an exciting subject in an art way any time because of the lack of warm colors.

With a big bowl of stewed prunes (or compote as it is now called) to be featured as a central illustration for a 24-sheet poster for the United Prune Growers of California, the artist faced a real problem to put interest into the poster design. Would it need hands toying with the spoon in the long-established conventional manner? Should the ever-ready child's face be thrown into the picture?

In view of the static nature of the bowl it seemed imperative to put in an action subject. The final design featured a vigorous little singing man with a thirty-five-inch step and this figure was so placed as to tie in nicely with the signature line of "California

Prunes, Every Day in Some Way," as it appeared at the bottom of the poster.

Immediate acceptance of the artist's little man as a trade-mark was the next step, followed by immediate protective measures to insure sole use of this trade-mark to the prune growers of California.

In an industry control organization such as the United Prune Growers of California there are many well-known brands included. The industry's advertising program of necessity, must concern itself with the selling of all California prunes and no one brand or pack can be favored over another. Here, then, in the little man figure is a mark that can be accepted by all factions in the prune industry.

As yet, a suitable name has not been given to this trade-mark figure. It is expected that a contest to be held later in the year will produce a number of suitable suggestions from which a desirable name may be secured.

Appoints Kastor

The H. W. Kastor & Sons Advertising Company, Chicago, has been appointed to handle the advertising of the beer equipment division of the Brunswick-Balke-Collender Company, in addition to the other divisions, which the agency has handled in the past.

Joins Lord & Taylor

Mrs. Margaret Blodgett has joined the advertising staff of Lord & Taylor, New York. She was formerly head copy writer for the Hearn Department Stores, Inc., and advertising manager of the Warner Brothers Company, corsets.

Advanced by Philips

H. E. Warmhoudt and A. M. Hughes have been appointed assistant general sales managers of the Philips Petroleum Company, Bartlesville, Okla. Mr. Warmhoudt has been with the company as a regional manager. Mr. Hughes has been division sales manager at Amarillo, Tex.

Represents Titan Production

Universal Radio Productions, Chicago, is now functioning as the Midwest division of the Titan Production Company, San Francisco and New York. M. M. Blink is in charge of the new division.

"I COULD GO ON A FORTY-HOUR GOLF WEEK IF ALL NEWSPAPERS WERE LIKE THE PORTLAND JOURNAL"



● It is one of six newspapers in cities of 300,000 population or over in the entire United States that fulfills the Rule of Three

Golf course space-buying would be the order of the day if there was a newspaper like the *Portland Journal* in every market. But in all the United States *there are only six papers* in cities of 300,000 or over that fulfill the **RULE OF THREE**...

- 1 That lead, **like the Journal**, in daily circulation. The Journal is the only daily in the Pacific Northwest with over 100,000 circulation.
- + That lead, **like the Journal**, in retail lineage, general lineage, total paid lineage.
- 1 That lead, **like the Journal**, in maximum returns for your advertising dollar. The Journal has the lowest milline rate in the Pacific Northwest.

The JOURNAL, Portland, Oregon

REYNOLDS - FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

Check now

Your per capita sales are insufficient

*... for your Buffalo Sales quota won't mean a thing unless
you tackle this city within a city as a separate entity!*

SALESMEN, jobbers, dealers—anybody who has to pull business out of Buffalo market day in and day out—will tell you that the picture we're about to present is Lesson No. 1 in selling Buffalo. If you understand it you must make progress. If you don't you're sure to flounder.

Buffalo is not *one* market—it is *two* markets—actually *two* cities—BUFLOPOLE and its neighboring city of Buffalo.

Here in BUFLOPOLE are 236,714* people—born in Poland or of Polish descent. Physically, they are grouped together. Mentally and religiously they are welded together. By one mother tongue. By one religion. By their own churches—their own 43 schools. Their own colleges, clubs, societies, community houses, libraries, assembly halls—their own retail stores and markets. And one newspaper—but we're coming to that.

The Birth Rate's Higher—the Death Rate Lower

Can you "crack" this peculiarly closely knit group? And, thinking of profits, is it worth the effort? Here are some figures that answer that point. With about 40% of the families in the Buffalo area, BUFLOPOLE consumes 60% of the food stuffs sold. That's hard to believe, we know. There's a reason. The BUFLOPOLE birth rate is 30% higher—and the death rate lower—than across the street in Buffalo.

Lever, Borden, Maytag—and What They've Done

As further proof that this market "pays out," here is Borden with 60% of the Condensed Milk sales in the Buffalo area coming out of BUFLOPOLE. Maytag Washers doing 90% in BUFLOPOLE. Rinso, 72%. And right down the list the smartest merchandisers in almost every line of business, pointing their sales and advertising at this market as a separate market—to be worked on by its own

*Buflopolite proper—172,670.

Immediate vicinity—64,044.

*National Representatives:
Small, Spencer, Brewer, Inc.,
Chicago, New York, Boston*

EVERYBODY

everybody

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out of Now, assuming you're geared to sell in this market, how do you advertise to it? There are three English language papers published in Buffalo. You might assume collectively they give you BUFLOPOLE coverage. But the truth is—they don't. The disappointing sales figures of those advertisers who believe they do are the best proof we can offer.

The One Paper That Blankets Buflopoles
The residents of BUFLOPOLE want two things above all else in the newspaper they read. First, a complete report of BUFLOPOLE'S doings—not a brief, English summary. Secondly, timely news of the motherland. One paper—and only one—does them this news every day. That paper is the EVERYBODY'S DAILY—delivered to over 90% of all BUFLOPOLE homes. It is BUFLOPOLE'S own daily paper.

Your Present Newspaper List
If you have a newspaper list in the making, or made-up for that matter, look at it again with the above picture in mind. You won't be the first to re-appraise the Buffalo market. Right now EVERYBODY'S DAILY is carrying the largest amount of national advertising lineage of any foreign language newspaper in the United States. And a good part of that space represents what manufacturers have ordered from BUFLOPOLE merchants and distributors. With the exception of one Buffalo English language paper, EVERYBODY'S DAILY carries the largest volume of local advertising of any daily newspaper in the Buffalo area.

If you want to get the maximum sales out of the Buffalo area—EVERYBODY'S DAILY belongs on your list. The one best reason is the business it will produce.

POLISH EVERYBODY'S DAILY

in every newspaper list for cities over 250,000

In Detroit The Trend Is To The Times.

**Media Records
(August, 1933 and 1932)
... definitely
prove this trend ...**

**In August, 1932
The Detroit Times
led in but SIX of the
TWENTY-FOUR retail
classifications ...**

**... In August, 1933
The Detroit Times
led in TWELVE of the
TWENTY-FOUR retail
classifications ...**

**... including
the IMPORTANT Grocery
and Drug classifications.**

**National advertisers ...
and their agencies should
be guided by this change
and definite TREND to
The Detroit Times.**

**For further details
ask the Boone Man.**

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This Direct Mail Strengthened by Color, Art, Ample Copy

Coleman Lamp Believes in Telling Its Story Well—and Fully

By A. W. Boyer

Advertising Manager, Coleman Lamp and Stove Company

FOR our direct-mail, promotional work with dealers we like the four-page letterhead folder, with an advertising style heading. In fact, we use it almost exclusively.

We go in rather strongly, too, for illustration. Of course, we illustrate our products. We illustrate, also, certain selling ideas—such ideas, for instance, as the suggestion to the dealer that he keep his Coleman lamps lighted, for “it’s the light they give that sells them.”

A third point: We don’t skimp our copy. We act upon the principle that if the copy is interesting, we needn’t worry about its length. Of course, we write carefully, to the end that we’ll not waste words; but every mailing piece must tell its story so completely that the recipient will not fail to feel the force of every selling point.

The advertising style of heading on the letterhead serves several useful purposes. On the first letter of a series it attracts attention. For the series, itself, it creates continuity; and the continuity is further developed by our use of the same letterhead in follow-up and in dealer correspondence. The plan tends to heighten interest, increase returns, and tie the whole effort together with a bond of unity.

Now for specimens:

In promotional work for this fall’s sales of lamps and lanterns we sent dealers a two-letter campaign.

The first letter, which went to a general mailing, bore the rather generous heading:

Be ready for increased fall business with Coleman Lamps and Lanterns.

1. A complete, attractive line, including two new models.

2. A profit-making sales plan, with

low prices and new sales helps.

The letter copy, occupying the folder’s first page, read in part as follows:

Two new models complete the Coleman line of Lamps and Lanterns for the coming season. It is the most practical, attractive, and high-quality Coleman assortment you have been able to offer your trade.

Next, six short paragraphs, describing the new models. Then:

Compare and demonstrate their cost, quality and their safety and you’ll always sell Coleman lights. (See Page 3.) They will help you take advantage of the improved conditions and realize increased Coleman Lamp and Lantern sales this fall.

Low prices still in effect. . . . Because of increasing labor and material costs, we can guarantee present low prices only until September 15. We recommend placing ample stock orders now for early shipment.

A profit-making sales plan, built around an economy theme that appeals to your trade, supported by attractive, colorful, sales-winning helps. (See Page 4.)

Mail enclosed card to get—(1) Details of Sales Plan; (2) New Dealer Price Schedule; (3) Sales Helps.

An early start means a larger sales volume this fall. So fill in, sign, and mail your card today.

This folder, incidentally, is in black and red on white. The return card, illustrated with a cartoon, is in black and red on buff.

The inner spread presents ten illustrations, with accompanying copy, describing nine lamp and lantern models and our Coleman-made mantles.

The lower half of Page 3 is

given over to a box, headed:

"Use this 4-Point Demonstration Plan. It will help you sell more Coleman Lamps and Lanterns."

In part, the copy reads:

Every home needs good light, and plenty of it. The Coleman supplies it. Even homes with electricity need a Coleman Lamp for reading; a Coleman Lantern for outdoor light, for hunting, fishing, and outing trips. The sales field for Coleman Lamps and Lanterns is wide and fertile; and here's a simple little sales and demonstration plan that will help you sell more of them:

1. Demonstrate the quantity of light. Light a Coleman Lamp. Then set it by a lighted kerosene lamp (any type or kind). Let the customer compare the full, strong, sight-saving radiance of the Coleman. . . . Then take the Coleman away and notice the difference.

2. Demonstrate the quality of light. The best test of light quality is to compare and match colors. Use a paint color card, or different-colored yarns. Note how clearly and distinctly the colors show up under the light of the Coleman. . . .

3. Demonstrate safety. Take a lighted Coleman Lamp and turn it

upside down, tip it at different angles, lay it on its side on the counter. Take a lighted Coleman Lantern and roll it along the floor with your foot. The Coleman is a safe light. Can't spill fuel if tipped over; can't be filled while lighted. . . .

4. Demonstrate economy. More and better light at less cost! Fill the fount of a Coleman Lamp, pump it up, and light it. Keep it going until all the fuel is used. Display the economy-test lamp. Have customers guess how long it will operate on one filling. Give a small prize to the winner—a package of mantles or a \$1 allowance on the purchase of a new Coleman. From the results you can easily figure how many hours of lighting service the Coleman will give. . . .

Put Coleman Lamps out on trial. They help sell themselves. Once you've thoroughly demonstrated and sold a Coleman, you've made a satisfied customer.

And remember! Every Lamp and Lantern sale builds up future business for you in the sale of mantles, generators, and other Coleman products. Your own sales efforts, coupled with the help we give you, will result in worth-while sales and profits.



Coleman uses the four-page letterhead folder, with an advertising style heading, almost exclusively in its direct-mail promotional work

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At the top of Page 4 we presented the idea, "Always Show Them Lighted"—an idea illustrated with a photograph. The copy urges the dealer to keep his lamps lighted and to keep them out where the customers can get a good look at them.

The lower two-thirds of the page we devoted to "selling" local newspaper advertising, sales folders, and point-of-purchase displays.

The second letter in the lamp-and-lantern series, sent to dealers who mailed in the return card from the first letter, bore the same heading as the first. In fact, except for the letter copy on Page 1, the second piece was a duplicate of the first. Its letter copy read as follows:

Thanks for your inquiry.

Under the fall Sales Program on Coleman Lamps and Lanterns, we work with you in effective fashion to produce retail sales.

Here's what we do:

Publish retail advertising in eight big publications that monthly carry the Coleman message of "More Light and Better Light" into nearly ten million homes—many of your customers.

Furnish retail sales helps: Colorful, attention-getting display cards—sales literature full of buying urge—new sales-winning newspaper advertisements—all new, all help make sales.

And here's your part of the program:

Follow through with a retail sales program. A simple, profit-making plan is suggested in the attached folder, including the new four-point demonstration plan that will make sales easier. Use it to tie up the Coleman national advertising—to make your store headquarters for good light.

If you will make good use of the help we give you and effectively tie up with Coleman advertising, it will help you get more folks into your store—sell customers when they come in.

We want to help you to get your share of Coleman Lamp and Lantern sales, which are now showing a nice increase. An early start means

a larger sales volume. So order from your jobber now—Lamps, Lanterns, Mantles, Shades, and Generators for early fall showing.

Inside, this folder carried a memorandum that read:

The sales helps you requested are coming to you by parcel post. They will help you make an early start with your Coleman Lamp and Lantern Sales Program. Use them liberally. Order more when you need them.

There is enclosed a copy of the Coleman Course in Retail Selling. It's a liberal education in the making of sales. Read it, then insist on your salespeople reading it. It will help them become better salesmen.

In mid-August we sent out to all our Radiant Heater dealers a four-page folder, with specially designed letterhead, in which the letter copy read as follows:

Heat isn't worth much now, but it will be when Jack Frost makes his first visit this fall; and then is when—

You can sell Coleman Radiant Heaters.

With the 1933 Coleman line of heaters, you can supply practically every demand for quick, clean efficient, low-cost heat. The Coleman provides bright, snappy, penetrating heat that warms you through and through. It produces a continuous flood of radiant, health-giving warmth anywhere, any time.

You can offer your customers three models, described on the following pages. Note, particularly, the new Model No. 16. . . .

Make plans now to sell heat at a profit during the months of September, October, November and December. Put Coleman heaters on display in your windows, on your floor. Keep a heater lighted up near the front entrance of your store. The flood of radiant warmth it pours out is one of the best selling demonstrations you can make. It's convincing—it has strong sales appeal—and helps sell more heaters.

Protect your stock now, under fall dating, at present low prices guar-

anted only until September 15.

Send for—

1. New dealer price schedule.
2. An outline of sales-promotion plans and sales helps that will help you get more heater business.

Fill in and mail the enclosed no-postage return card.

The follow-up letter read as follows:

Chilly, teeth-chattering weather brings a demand for quick heat. With Coleman Heaters, you can supply this human necessity; profitably sell dependable, low-cost, radiant heat that is thoroughly warming.

The three models described here supply practically every heating need—snappy, penetrating heat to chase the chill on nippy mornings and evenings; extra heat on bitter winter days; portable heat for any room in the house; for stores, shops, offices; abundant heat, any place, any time. Many uses mean many sales.

Next, three paragraphs outlining features of three models; then a paragraph on prices and profit percentages; and then this conclusion:

To tie up with Coleman national advertising and to promote sales, we furnish a full assortment of sales helps. Be ready to cash in on the

first cold snap. If you order stock from your jobber, write us for sales helps.

We have used a four-page letter-head folder to announce and promote our automatic electric irons and our automatic electric coffee maker. This folder carried an insert announcing a special offer.

To "sell" literature for our electric appliances, we used a single-sheet, two-color letter, the bottom of which was a "coupon."

The copy opened with questions—

What is the real answer to the "cheap" electric iron?

What will a good automatic iron do?

What automatic iron carries the longest guarantee of service, and why?

The text proceeded:

The answers to these and other important questions are given in the enclosed manual. It analyzes the sales advantages of the automatic iron and tells how to sell it. It is a "text-book" worth many dollars to every electric appliance dealer. . . .

Coleman Iron sales helps (furnished on request) include sales folders, 50-50 newspaper advertising, attractive displays. Now is the time to push iron sales. Use the coupon below to order the helps you need.

Emigrant Bank Account with Ayer

N. W. Ayer & Son, Inc., continues to handle the advertising account of the Emigrant & Industrial Savings Bank, New York. The reported appointment, last week, of another agency, was in error.

Change in Atlanta Agency

Following the resignation of C. B. Bishop from the advertising firm of Waldrop, Bishop and Jetton, Atlanta, Preston Waldrop and J. T. Jetton will continue to operate the agency, which is now located in the Rhodes-Haverty Building, Atlanta.

Fraser Heads Shell Petroleum

Alexander Fraser, who has been vice-president of the Shell Petroleum Corporation, St. Louis, for the last several years, has been made president of that corporation.

"American Mercury" Appoints Spivak

Lawrence E. Spivak has been appointed business manager of *The American Mercury*, New York. He was previously with *Antiques* in a similar capacity and formerly was assistant to the president of *Hunting & Fishing*.

With Conquest Alliance

Albert M. Martinez has joined the New York office of the Conquest Alliance Company, foreign radio station representative. He was at one time with the Foreign Advertising & Service Bureau. The Conquest company has opened a branch office at Puerto Rico, with Julian W. Blanco as manager.

Represents Federated Sales Service in Ohio

The Federated Sales Service, Boston, has appointed Edward T. Clarke as its Ohio representative, with headquarters in the Standard Bank Building, Cleveland.

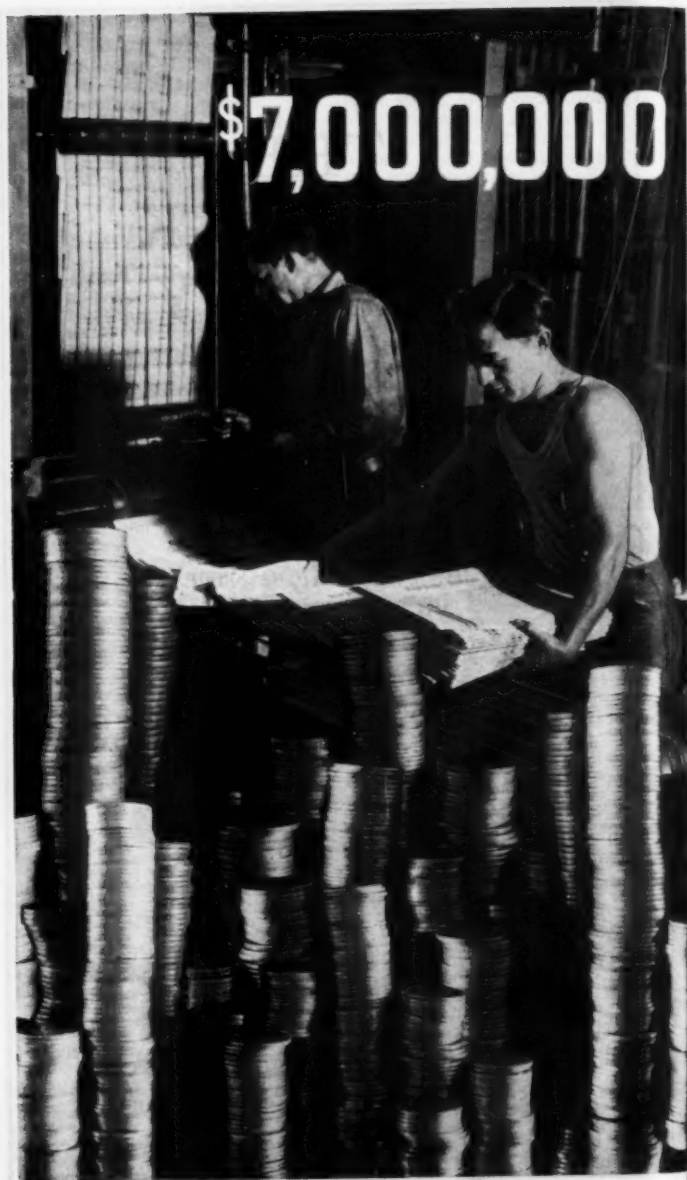
THE BUTTERICK COMPANY

IS PLEASED
TO ANNOUNCE THAT

EARLE R. MACAUSLAND

HAS BEEN APPOINTED
VICE PRESIDENT OF
THE COMPANY
IN CHARGE OF
ADVERTISING

THE BUTTERICK COMPANY
161 SIXTH AVENUE
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worth of reader PREFERENCE

Last year, people paid more than \$7,000,000 for the pleasure of reading the New York American. When any group of the public spends \$7,000,000 to read one newspaper—they like it.

They don't *have* to read it; it is not forced on them by subscription schemes or sales pressure. New York is a market where papers are not bought on subscription but are bought one at a time. Each sale is a personal, voluntary selection based on preference for an individual newspaper.

To have these sales of the American add up to a volume of more than \$7,000,000 yearly is a good indication of where this newspaper stands in the estimation of its public.

A newspaper that can reach a sales volume of more than \$7,000,000 a year for its own product in small unit sales, offers an excellent index for advertisers to use in placing advertising to sell their own products to these same people.

It will interest advertisers also to know that the Sunday New York American is so well liked by the people of this market that more money is spent for buying it than is spent for any one day's issue of any other newspaper in America.

New York American

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES
New York Chicago Boston Detroit Philadelphia San Francisco Los Angeles

New Pen Campaign Is Keyed to Dealer Demonstrations

Entire Wahl Program Is Pointed Toward a Planned Showing of the Product's Performance

"YOU can sell more fountain pens at \$5 and up with the new Adjustable Point pen because it enables you to demonstrate and prove that it will do more types of work and give better writing performance than any pen ever made. This important demonstration can be made when the consumer is at the point of making up his mind on how much to spend and what to buy."

This message to dealers by J. C. Parsons, president of the Wahl Company, Chicago, is the merchandising background of a concentrated campaign with which, beginning this week, a new model Eversharp fountain pen is being introduced. The entire program is pointed toward getting the consumer into the retail store to experience a planned demonstration of what the new pen can do.

The demonstration angle has its foundation in the showable characteristics of the new pen's writing point, which is adjustable to a range of nine different writing styles.

This feature, the company is emphasizing to dealers, creates an opportunity to demonstrate in specific terms the difference between a low-priced pen and a high-priced pen having a good margin of profit. The trading-up aspect is of considerable current pertinence, because throughout the fountain pen field in the last three years sales of units at \$5 and up have slipped badly from their former position of dominance.

Prominent people are the means through which the company will dramatize its demonstration appeal in magazine advertising. Each advertisement pictures a well-known person taking a demonstration of the pen, with accompanying spot photographs of the uses he or she makes of the adjustable feature. The copy describes the new pen

and its advantages in some detail, but places its main emphasis, both by implication and direct statement, upon an invitation to the reader that he, too, have its advantages demonstrated.

The opening advertisement features P. Hal Sims, the bridge authority, and exhibits the adaptability of the pen in entering numerals on bridge score pads, for lettering on a package which Mr. Sims is sending somewhere and to the Sims handwriting.

The second advertisement is built around Fontaine Fox, the cartoonist, and tells and shows how he found the pen suitable for cartooning and lettering. The third piece of copy has Miss Claudette Colbert, screen lady, for its subject and she, among other things, shows how the pen works on a check for \$125. Ricardo Cortez and Helen Twelvetrees are among others to come.

Rotogravure Campaign also Planned

To the same demonstration end, a program of rotogravure advertising in newspapers in key cities will be put to work. These advertisements are an adaptation of the news picture style, each carrying several photographs of people using the pen for different purposes. The prominent people used in the magazine copy are repeated in some of these, but for the most part the pictures are of ordinary people of varying occupations and walks of life.

Further invitation comes in the form of a specially designed window display. A direct-mail series and envelope stuffers are made available to dealers. The former consists of three letters on letterheads appropriately decorated with free-hand sketches made with various adjustments of the new pen, in which a demonstration is invited

The reader's interest—*makes*

Advertising Pay

● American Weekly—Snorting brontosauri with swarms of pterodactyls perched on their backs go gallivanting from the primordial slime across the toes of fabulous princesses, heiresses and actresses who, swooning in ermine negligees with hot love-letters stacked around them, "confess all" under the shadow of Science's latest mechanical star-splitter, a device for laying the centuries end to end so that they will reach from the pearly minarets of wicked Constantinople to the awesome depths of the profoundest ocean abyss yet plumbed by man!—(TIME Magazine—May 1, 1933)

CLEVER, Brother Time, but you haven't said the half of it.

For, as a matter of fact, nothing less than the whole world of human interest rolls through the colorful pages of The American Weekly every Sunday of the year.

This Mighty Magazine deals with the elemental and fundamental yearnings of life, with all its human hunger

is, as it was and as we would have it be, to this living world of readers.

And in return, more than five million homes open their doors every week to this Mighty Magazine, paying to it a tribute of loyalty that never changes except to grow and deepen.

In the bond that exists between this publication and its and make your sales appeal in the world's most interesting magazine to the world's most interested audience, the responsive millions in the 5,000,000 homes which welcome The American Weekly every Sunday.

The American Weekly recognizes that love can come alike to cottage and to castle; that the lamp of learning has been lighted even more often on the homely mantel than beside the throne; that happiness may flutter as close to

of The American Weekly every Sunday of the year.

This Mighty Magazine deals with the elemental and fundamental yearnings of life, with all its human hunger

The American Weekly recognizes that love can come alike to cottage and to castle; that the lamp of learning has been lighted even more often on the homely mantel than beside the throne; that happiness may flute as clearly in the peasant's whistle as in the prince's song.

"To walk with kings nor lose the common touch" is no ordinary fact; its sustained successful appeal to millions of people is the reason behind The American Weekly's success.

Is the editor right to plunge both hands deep into life, dredge the palpitating facts of the world's romance, science, progress, and spread them in all the fascinating actuality across these pages?

Or should he respond to heart-hunger, mind-hunger, body-hunger with a stone of chill judgment and outworn recital?

The American Weekly has made its choice. Gorgeously, humanly, accurately it portrays this world of ours as it

grow and deepen.

In the bond that exists between this publication and its and make your sales appeal in the world's most interesting magazine to the world's most interested audience, the responsive millions in the 5,000,000 homes which welcome The American Weekly every Sunday.

Where this Magazine goes

The American Weekly is the largest magazine in the world. It is distributed through 17 great Sunday Newspapers. In 529 of America's 995 towns and cities of 10,000 population and over, The American Weekly concentrates 68% of its circulation.

In each of 93 cities, it reaches one out of every two families

In 110 more cities, 40 to 50% of the families

In an additional 157 cities, 30 to 40%

In another 169 cities, 20 to 30%

... and, in addition, more than 1,680,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

Where can you spend your advertising dollar more effectively?

THE AMERICAN Great Circulation in the World A WEEKLY

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

*Branch Office: PALMOLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONFIRE BLVD., LOS ANGELES . . . 222 MONADOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HARRIS BLDG., CLEVELAND . . . 101 MARINETTA ST., ATLANTA . . . 1276 ARCADE BLDG., ST. LOUIS*

Elephants, Camels—and Cars

THE Chevrolet elephant advertisement appeared in newspapers all over the country and in a national weekly. The illustration showed an elephant standing on top of a sedan. The heading declared that "if your elephant wants to ride on top, it's all right with a Chevrolet."

This was part of the dispute over the comparative strength of all-steel and wood-and-steel bodies. But the text in this particular example was not competitive, except for the line at the bottom, "Steel alone is not enough."

The competitors didn't get very excited about it. Plymouth did dig up an old photograph which showed an actual elephant standing on top of one of these cars, as a publicity stunt. But there was no direct answer, officially.

Down in Houston, Texas, however, a group of Ford dealers took this elephant challenge more seriously. They had a local advertising agency prepare an answer. In this the dealers offered a reward of \$500 to anyone who would take an elephant for a ride on his Chevrolet.

The Ford Motor Company, its advertising agency and the local representatives of the company had nothing to do with the placing of this copy, PRINTERS' INK is informed.

Now Chevrolet has put up another animal for local Ford dealers to shoot at, if that is the kind of game they are after. This time it is a camel. A large picture dominates a newspaper advertisement. It shows a camel and a Chevrolet in front of a gasoline pump, manned by a Mongolian.

"Take the word of a 'Man about Gobi'" is the heading. And the sub-heading reads: "Next to a Camel, Chevrolet gives most miles per gallon."

Perhaps the competitors will claim that they get more miles per gallon than a camel.

As was reported in last week's issue of PRINTERS' INK, Chevrolet was quick to take advantage of

Mr. Ford's failure to sign the NRA automobile code.

The Chrysler Corporation, on behalf of Plymouth, Dodge, DeSoto, and Chrysler, also used paid space to proclaim its willingness to cooperate. A Detroit newspaper advertisement declared that "the Blue Eagle Flies from Every Flagstaff." The advertisement went on to tell how the Chrysler Corporation is the largest employer of Detroit labor.

This advertisement differed from that of Chevrolet principally in its final paragraph. Chevrolet did not include much selling talk. Chrysler made a bid for sales "not merely because they are the product of a corporation which is doing its part—but because they are cars that represent the best that Detroit's craftsmen produce."

The Battle in Buffalo

In Buffalo, Chevrolet and Ford locked horns over the labor question. In an evening paper Chevrolet announced that it led in sales in Buffalo. One of the big reasons for this lead, according to the text, is the fact that 1,685 Buffalo craftsmen work in Chevrolet's big Buffalo assembly plants. Each one of these is a "star salesman."

This information was included in a double-page spread which also contained a chart comparing sales of the first three cars in Buffalo.

The next morning Ford used a double-page spread with a similar advertisement. This announcement that "the trend is definitely toward the Ford V-8—see what's happened in Detroit where most cars are made and where people know motor car values from the inside out."

A chart similar to the one in the Chevrolet ad showed Ford in the lead in Detroit. The labor question was featured, too. A list of companies from whom Ford buys supplies and which are located in Buffalo was given. "Ford," it was stated, "each year, leaves in Buffalo far more money than he takes out."

Geared for *Today's Tempo*

QUANTITY plates speedily delivered . . . that is Rapid's watchword. That is the secret of Rapid's growth. That is why many concerns, from the largest in the country to the smallest, turn to Rapid—and why they almost invariably remain patrons of Rapid.

When you go to Rapid, your electrotyping problem ceases so far as you are concerned. For Rapid not only makes good plates faster; Rapid is equipped to handle every phase of production and delivery. Rapid will send the plates *where* they are needed (if it is to every paper in the country) *when* they are wanted.



800-Ton Molding Presses in the Rapid Plant

The
RAPID *Electrotype Co.*
The Largest Plate Makers in the World

W. H. KAUFMANN, *President*

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

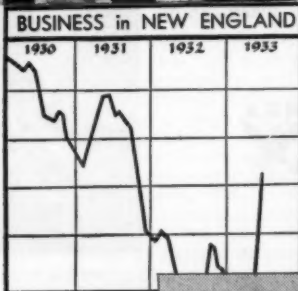


Chart by
New England Council
Showing Sharp Rise in
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Vital 42.

New England industry has awakened. A vast group of Boston families give ample evidence of the Up-swing in business. They are the 247,600 families in which the Boston American is an inseparable part of life.

Make no mistake about the importance of this group. They are VITAL to the success of selling Boston. For they form 42.1% of the entire evening reading market. The VITAL 42. With them on your side, you'll do Business in Boston. For they believe in the American; they admire its long record of public service; and they RESPOND to offerings of merchandise in its columns . . .

A department store found 4,000 of them waiting for its doors to open, and 350,000 others stormed the store that day . . . another store reported "a throng of thrifty New Englanders who crowded our sixty-six departments from opening to closing time" . . . in still another, a squad of police was required to regulate admission to the store. . . .

Ample evidence of why the Boston Evening American's readership is justly named "The Vital 42." . . . ample reason for rating the American FIRST on any list to sell Boston.

*The BASIC of BOSTON
is the 42.% who read the*



NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

"The Sellout"

Latest Advertising Play Fails to Live Up to Its Title

By Joel Lewis

THE show business long ago discovered advertising. No season is complete nowadays unless it has its quota of plays based upon the advertising scheme. The most recent of these offerings opened at the Cort Theatre in New York last week. It is a comedy entitled, "The Sellout," a comedy, moreover, which mixes in generous proportion such heterogeneous elements as the advertising agency, bootleggers, radio broadcasting and beer.

Of such stuff, one might reasonably expect, are comedies made. Yet the audience was scarcely noticed to roll in the aisles and if a reason is wanted, it is simply as Robert Garland has remarked: that "the radio is its own satirist. When outsiders set out to poke fun at it they sound like amateurs." For at radio does "The Sellout" aim its sharpest barbs.

But if Arthur G. Miller has failed to produce a choicer morsel for consumer consumption, it cannot be denied his opus conveys a happy thought for the advertising agency profession, which will become evident as the plot is unfolded.

It all starts in the conference room of the Francis R. Gates Advertising Agency. Mr. B. O. Adams is listening to a radio program that has been prepared to advertise his soft drinks, in the company of John C. Matthews, vice-president in charge of radio broadcasting, and Ernest Hunter and Emily Burke, writers of the script.

A One-Word Criticism

Mr. Adams, be it told, is the agency's most lucrative client. You may imagine, therefore, that the agency people are not exactly overjoyed when Mr. Adams, or B. O. as he is affectionately known, gives a one-word opinion of the program after patiently listening to it

through to its conclusion. "Lousy," he bellows and thereupon proceeds to deliver himself of a few sagacious remarks, being in essence that radio is badly in need of showmanship.

His raving finally leads to an idea: What this agency needs is his friend Charlie Maguire—Charlie with his twenty years of stage experience. What a fine production man he'd make!

Much Ado about a Beer Account

Ere he departs, however, our distinguished client confesses to a little secret. He has just bought the Spiltz beer outfit and can you get me up a program that'll knock 'em dead? Why, of course, anything for a dear client, but as Mr. Adams makes his exit gloom settles thick and fast upon the countenances of the advertising folk.

It appears that the daughter of old man Gates, Mrs. Wilfred Robbins, is present owner of the agency and a staunch temperance advocate to boot. While the agents are commiserating over their predicament, in stalks Mrs. Robbins herself. She has come for a chat with Mr. Matthews.

Evidently she has taken a sudden interest in the business since she notes (not without a suitable sigh) that it is operating at a loss. And with a declaration that all but throws the vice-president out of his chair, she valiantly prepares to forego scruples for shekels, advancing the idea that the agency annex a beer account. In fact such is the change that has come over her that she even admits she would consider selling the agency. So for the time being everything is hotsy-totsy.

Mr. Charlie Maguire who puts in a prompt appearance is added to the staff and Miss Burke and Mr. Hunter get all set to produce a

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detective story that will fulfil their client's fondest expectations.

As you may have already suspected the latter couple are thick in the throes of a blooming romance and from their constant billing and cooing one seriously wonders how in the heck any copy is ever written. At spells, however, Emily mouths a sentence or two that reminds us it's all taking place in an advertising agency and not in a rowboat at all. As, for instance, when in remonstrating with our up-and-coming copy writer whose work has shown signs of weakness, she declares: "You haven't even read anything in *PRINTERS' INK* for two years."

Enter—a Racketeer

It is in the following sequence that the plot thickens. Tearing brusquely into the office comes a gentleman who answers to the name of Mr. Big Mike Angelino. He is accompanied by a henchman, Vito, and a couple of revolvers. Big Mike is visibly upset. He's the guy who runs the beer racket in this State and he makes it plain that nobody is going to muzzle into his territory, or else—you can guess what.

Our agency friends, following this episode, are somewhat less enthusiastic about their program, but they demonstrate what agency men are made of and prepare to go through with it. The day arrives when the audition is to be heard. To throw Big Mike off their trail, they hire a special studio in which to hold the test. But Mike storms in just the same and it is here that Emily resorts to the strange tactics of logic and economics.

She bluntly asks Mr. Angelino why he doesn't go into some legitimate business—the advertising business, for example.

In fact it is a fair vista she lays open to him: How more than \$1,000,000 are spent annually to

exploit XYZ toothpaste, how the agency collects 15 cents on every dollar, that it's legal, etc.

"What a sap I've been to pass up this advertising racket," reflects Big Mike pensively.

Quick to remedy this oversight he offers to buy an interest in the Gates agency, and when Mrs. Robbins makes a timely entrance, the transaction is speedily effected.

As an agency executive Big Mike introduces some startling innovations in the business. He solves for all time the problem of dealing with radio critics who dare to criticize. (His favorite solution, epitomized in a laconic order to one of the merry henchmen, is something like: "Let 'em have it.")

He has distinct ideas, too, on office furnishings and workaday garb. He lastly falls in love, the object of his passion being none other than Mrs. Wilfred Robbins who returns the affection partly on account of a desire "to keep the business in the family."

For it develops that Mrs. Robbins has sold her remaining 49 per cent share in the agency to another gentleman called Abe (Frogface) Matz. To Mike's equanimity the news comes as a sockdologer since Frogface happens to be his special lifelong enemy.

But once again the tactful Emily comes to the fore, sewing the seeds of peace by reminding the bellicose partners that under President Roosevelt's New Deal complete harmony is essential among all elements, even partners. Her speech is so compelling that forthright Messrs. Angelino and Matz kiss and make up just as the curtain falls.

Oh yes, just one other thing. Before anybody rushes out to buy a ticket it might be well to mention that the show closed Saturday. Which suggests the unkind thought, perhaps, that a more appropriate title for "The Sellout" would have been "The Fadeout."

Joins Seehausen

F. J. Scanlan has joined the staff of Gilbert B. Seehausen, commercial photographer, Chicago, as contact man. He was formerly with the Lawson Studios.

Represents Indiana Paper

Burke, Kuipers & Mahoney, Inc., publishers' representative, has been appointed national advertising representative of the Michigan City, Ind., *News*.

An ANNOUNCEMENT

**M^cCALL'S
TRIPLE MAKE-UP
REDUCES
ADVERTISING COST
31%**



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of importance to advertisers

NOW from two sources comes definite proof of the lowered cost of advertising in the New McCall's.

An independent survey by Dr. Starch, based on interviews with over 60,000 magazine readers, shows that the new triple make-up of *McCall's* has reduced by 31% the cost of having your advertisement seen by the reader. And this saving is backed by actual result figures of advertisers before and after the new make-up.

We have collected for you in booklet form the results of this investigation. Here are some of the questions it answers:

How does the cost of getting your advertisement seen in the New McCall's compare with former McCall figures? How about the cost of getting it read? What are the comparative figures by products—automobiles, coffee, clothing, toilet soap, cos-

metics, breakfast food, and the like?

What is now the relative effectiveness of color pages, black and white pages, and half pages? How has this upset old notions?

How has the New McCall's settled the question of good position? How does McCall's compare with other women's magazines in this?

Given also are reports of comparative results obtained this year and last by McCall advertisers who check their returns by coupon inquiries, showing that these savings are actual and definite.

SEND FOR THE FACTS

Read the findings of Dr. Starch and his associates. See why McCall's in its brilliant new make-up has significantly lowered the cost of advertising. For your copy address McCall's Magazine, 230 Park Avenue, New York City.

Your advertisement in the New McCall's—

Is **SEEN MORE** because every page is interesting. New titles, new spots of interest carry readers into every page, from front to back.

Is **READ MORE** because your advertising reaches women when they are most interested. Related subjects direct the reader's interest always toward, not away from, your advertisement.

And **MOVES TO ACTION** because the reader's interest in your subject has already been stimulated and heightened by the surrounding editorial material. In this responsive mood she is more likely to read and act.

Outdoor Industry Submits Code

Deviation from Established Rates Is Designated as an Unfair Trade Practice

UNIFORM application of advertising rates and payment of commissions on national business only to a standard list of recognized sources are among the leading provisions of a code of fair competition which the outdoor advertising industry has submitted to the National Recovery Administration. The code also contains regulations as to the placement of outdoor advertising structures in rural areas, in the interest of preservation of scenic beauties and orderly conduct of business in those areas.

In the matter of rates, each subscriber to the code will be required to file a detailed schedule of prices and terms with the administrative committee, which is to consist of four members—three to be named by the Outdoor Advertising Association of America and the fourth by non-members of the association.

Any deviation from the current scheduled rates thus established is a violation of the code. Prices and terms may be changed by filing a new schedule with the committee, but changes may not become effective earlier than ninety days after filing in the case of posters and painted displays and thirty days in the case of electric spectaculars. The latter condition is made, the article notes, in view of the fact that advertisers usually make appropriations for advertising substantially in advance of the actual delivery of the service.

Recognized sources of national business, under the sales practices specified in the proposed code, may be allowed a commission not to exceed 16% per cent on established prices. The administrative committee is to publish a list of sources (including general advertising agencies, agencies specializing in outdoor advertising and exclusive sales representatives) which, by conforming to a set of standards of the industry, are entitled to recognition. Changes in this listing, if any, are to be published monthly. Only persons on this list may be

allowed commissions on national business.

Commissions on local business may be granted in conformity with local requirements. Such commissions, however, shall not exceed, nor shall the terms be more favorable, than those granted to recognized sources of national business.

Among the additional sales practices are:

Equality in character of advertising service shall be accorded to all users of the medium, regardless of the quantity or duration of the display. Quantity discounts are specified as an exception to this provision, provided they are uniformly applied and do not exceed 10 per cent.

Direct or indirect offer of any kind of special inducement for purchase of advertising facilities—including secret rebates and discounts, free space or "over-runs," premiums, prizes or gifts—which would constitute departure from established prices is an unfair trade practice. Exception is made for equitable allotment of unsold space among current advertisers during the months from November to March, inclusive, by posting extra posters for them, such allotment in no case to exceed in amount 25 per cent of the poster advertising space in such towns as are under contract for display in any one of those months.

Classifications of Locations

The provision on the placement of advertising structures in rural districts applies the voluntary public policy regulations of the Outdoor Advertising Association to the entire industry. A series of rulings specifies classifications of locations where, in consideration of safety and public interest in scenic beauty, advertising structures may not be maintained. The administrative committee is to interpret these general rules for individual cases.

Another section of the code lists

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conditions for the servicing of advertising structures. There are also, of course, labor provisions.

In conclusion the reservation is made that:

"The submission of this code shall not constitute an admission by the Outdoor Advertising Association of America, Inc., that the business of outdoor advertising, as herein defined, or otherwise, constitutes interstate or foreign commerce, nor does any person, by subscribing hereto, admit that the business of outdoor advertising in which he is engaged constitutes interstate or foreign commerce."



Smith Brothers Add A Vitamin to Product

ANOTHER sales point is being added to those which have been used for Smith Brothers cough drops. In the fall when the cough season officially gets under way, Smith Brothers will announce the addition to both their cough drops and cough syrup of Primary Vitamin A.

To those who have difficulty remembering their vitamins, it is explained that this vitamin is nature's anti-infective agent. Copy will tell the public that this addition to these products will help to give faster relief and build up resistance against re-infection.

Small-space newspaper advertising will be run all through the cough season in a large number of cities. Car-card showings will appear in every trolley and subway in the country. Trade and Mark will resume their radio broadcasts in a network series which will start October 3 and continue to the end of March.

A portfolio prepared for the purpose of merchandising the advertising to the trade includes a page of facts to help dealers understand the significance of this product improvement. It begins by answering "What Is Primary Vitamin A?" It tells how this vitamin acts on colds. It explains how, up until September, 1932, this vitamin cost

The committee in charge of the code for the O. A. A. consisted of George W. Kleiser, president of the Foster & Kleiser Company, chairman; K. H. Fulton, President, Outdoor Advertising, Inc.; B. W. Robbins, president, General Outdoor Advertising Company. In addition to this committee, J. A. Zimmer, president of the Central Outdoor Advertising Company, and Henry Posner, president of the Alpha Claude-Neon Company, represented a substantial group of those outdoor advertising companies and interests not affiliated with the association. The code was unanimously adopted.

\$11,000 a pound, and how, with a recent discovery it can be produced in a form that makes it sufficiently low in cost for physicians everywhere to prescribe it more generally.

Dealers are told that Smith Brothers have exclusive right to the use of the new discovery in the cough syrup and cough drop field. They also are told that a bottle of Smith Brothers cough syrup will contain an amount of Vitamin A equal to the quantity usually found in twelve quarts of good milk.

All copy for newspaper and card advertising capitalizes the news announcement value of the new talking point for the company's products. The campaign for cough syrup will use two-column, three-inch space. Some insertions will be in the form of straight news stories. Others will carry large-size photographs with the characters portrayed asking questions which, like the answers, are "ballooned."

Cough drop advertising will occupy one-column, three-and-one-half-inch space, similar in style to the type of layout which has become identified with Smith Brothers advertising.

"Victims," "Coughers," "Parents" and other one-word headings challenge attention.

An Introduction to a good family and C



WHAT *The Country Gentleman* delivers for 3¼ cents is an outstanding example of how economical magazine advertising really is.

In a market which is new to many, 3¼ cents* will buy a full-page introduction and a call-back once a month for a year to a family of *The Country Gentleman* type.

Compare that with what 3¼ cents will buy in other form of sales promotion . . . and remember 70% of *Country Gentleman* families own homes; 86% own automobiles.

Country Gentleman families are prospects for everything that any grower anywhere buys—foods, clothing, drugs, cosmetics, automobiles, electrical appliances, house-furnishings.

They know *The Country Gentleman* better than any other magazine. When it introduces you to them, your merchandise shares the confidence which this unique magazine has built up in 102 years of specialized service.

Eighty per cent of *Country Gentleman* readers live where two-fifths of the nation's retail sales originate—places

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and a **Call-Back** once a month
for a year
all for **3 $\frac{1}{4}$ cents**



**MAKE YOUR ADVERTISING BALANCE WITH
SALES OPPORTUNITY**

PLACES UNDER 10,000	PLACES 10,000 AND OVER
100% NATIONAL BUREAU OF ADVERTISING	100%
25.0% NATIONAL BUREAU OF ADVERTISING	12.5%
10.0% NATIONAL BUREAU OF ADVERTISING	10.0%
7.5% THE COUNTRY GENTLEMAN	10.0%
15.0% THE COUNTRY GENTLEMAN INC. A	10.0%
10.0% THE COUNTRY GENTLEMAN INC. C	10.0%
10.0% THE COUNTRY GENTLEMAN INC. D	10.0%

U.S. & C. Agency. Where classified periods under 100,000 are 100%

If your product is
one that most people
can use or enjoy . . .
The Country Gentleman
should be one of the
first three magazines in
your advertising plan.

under 10,000. Leaders of industry are already looking to this comparatively uncultivated market for volume to offset losses in other fields.

Nearly six million persons in 1,650,000 families—70% home-owning, 86% car-owning—read *The Country Gentleman* every month. They are families of the type which are first to buy and greatest in influence on other families.

Four-Color Pages, 4 $\frac{1}{2}$ Cents

THE COUNTRY GENTLEMAN
FAMILY COUNSELOR TO MORE THAN 5,750,000 PEOPLE

Key to 40% of National Sales Potential

The Curtis Publishing Company

Philadelphia • Boston • Chicago • Cleveland • Detroit • New York • San Francisco

Advertising: A Factor of Supreme Social Importance

How, Rightfully Used Now, It Can Prevent Depression from Causing Chronic Slump in Living Standard

MR. BABSON, studying recovery signs and prospects, finds that some advertisers have made what he calls "a cowardly retreat," by reducing courageous selling pressure as the upward spiral starts. Writing in the *September Review of Reviews*, he declared this conservatism has prolonged unemployment and sentenced "millions of families to additional months of economic punishment." This, he says, creates an overshadowing problem greater than the turning point of a business depression. He thinks there is no doubt that the United States will recover, but sees a chronic slump in the standard of living as a major aftermath of the depression. How this can be averted he sets forth in his article, which is here presented with the permission of *Review of Reviews*.

By Roger Babson

IN view of the record of democracy during the last few years I maintain that three alternatives are plainly disclosing themselves:

1. Stagnation of the present standard of living, at levels which were outgrown twenty years ago.
2. Some form of fascism or dictatorship whereby the public is kicked up the ladder of progress.
3. An advertising and selling effort which will lead the nation forward along an ascending line of normal growth.

A great service can be performed by all who help restore the buying power of the people and rebuild their standard of living. Bank holidays, real estate tangles, farm mortgages, mass pauperism, and all the other manifold distresses—these are but the various symptoms of the underlying central reality of crushed buying power. In previous periods of depression, after necessary deflation had been completed, there was every reason to expect what duly happened: namely, expeditious return toward normal buying and the gradual elevation of the standard of living. How is the situation different today?

Today the situation contains—not a new factor—but a factor of new importance. Our nation is entering its period of maturity. The United States is no longer a debtor but a creditor nation. Consequently, we must now develop a new school of national economics. Furthermore, maturity is also revealed by our chart of population growth. When percentage rate of increase of population is plotted, the curve shows signs of rounding over, like the stooping shoulders of age. The population graph, when viewed on a percentage basis, no longer slants steeply up as it has in previous periods. We are feeling the arithmetic of growth.

No longer can our nation count on the mainspring of progress inherent in a country while in its pioneering period. If ever a nation can dispense with pressure of advertising and selling, it is during its pioneer days, not during days like these. Any country as it enters its period of maturity must be lifted by the force of publicity. Otherwise the country is content to stagnate, retrograde, and deteriorate.

Whether you study the growth of yeast cells, the growth of a colony of fruit flies, or the growth

of earth's mightiest nations, the curve of growth has a characteristic form in each case. So close is the similarity of such curves that they have even been described in a mathematical formula. The formula is less interesting than the fact. The fact is that in Period One, growth is gradual; in Period Two, percentage of growth is extremely rapid; in Period Three, percentage of growth dwindles or may break downward.

Replace Old Push with New Pull

This famous curve of growth has sometimes been looked upon as the curve of doom. There is no reason, however, either historical or scientific, why we need surrender to such economic fatalism. It is true that in several of the vital indicators of national growth, the United States has been showing a tendency to slacken speed. There is a definite possibility, however, that we can begin at current levels and start a new curve of growth, rising as a separate story on the old curve. The answer lies with our young people of today. Though our country has lost the driving power of pioneering, we can replace the old push by the new pull—the pulling power of salesmanship.

Hence, when young people, by good luck or good sense, are showing an interest in advertising and selling, they are looking into a field of supreme social importance. It is socially important that the economic recovery, which is beginning to stir, shall be carried to completion.

From a broader viewpoint, it is socially important that recovery shall not stop with duplicating the standards of twenty years ago, but shall be extended gradually, yet steadily, toward higher levels. Why insist upon the imperative necessity of normal growth? Because, in the case of these long-range economic and social curves stretching over generations, there can be no such thing as a permanent flat-spot. These statistical lines of destiny are curves that must either slope upward or droop downward.

The nation that has ceased to climb has begun to slip. The only safeguard from decline is continued advance.

The industrial, commercial, financial and social structure, which the United States has built up, exceeds anything which the world has ever known before. It is a stupendous edifice, but the price is in proportion. One of the chief items in the price we are paying for progress, is that we have become, to a large degree, a nation of hired men. In the old days, a father would talk about "setting my son up in business." Now the average father talks only of getting his son a job. There is vital need that more men should aim to be owners, proprietors, and employers. This requires that more men should go into advertising and selling.

We are in the midst of emergencies and plain talk should not be spared. The United States is rising from what may be recorded in history as the most devastating depression on record, a calamity, of world-wide reach. Ten million unemployed are around us. A hundred million or more have had their standards of living impaired. The whole country looks like a battle-ground and slaughter-house.

Salesmen Harder to Get

The gravity of our plight demands that certain facts be stated bluntly but accurately. Suppose that I hire a factory. At present, this may cost me nothing, because many communities will gladly place a plant at my disposal free of all rent if I will undertake to give employment. Then let me run an advertisement calling for factory workers. Within twenty-four hours 10,000 applicants will crowd the yards. The majority will be fairly efficient and satisfactory operatives.

Then let me run another advertisement calling not for factory workers, but for salesmen. There will respond only about 200. Of these 150 will go away when they learn that the work is on commission rather than salary; of the re-

maining fifty, ten will look good enough to hire; of the hired men, five will last a month; and of the final five, two will last a year. It is evident, therefore, that the overwhelming problem in business is distribution. The vacancies are to be found in advertising and selling.

Our laboratory and technical staffs should be flexible and mobile. During the period of high "prosperity," the technicians can put their energies into developing "labor-saving" inventions and processes. During a period of depression and recuperation, the technical attack should be revolutionized. Every project then should be devoted to developing "labor-using" inventions—that is, something which will increase employment and sales.

There are words hardly strong enough to express the inertia of the public. Left to itself, without advertising and selling, the public drops into an animal-like existence, content with a leaky roof, unwholesome food, and rags for clothing. Were it not for the women, civilization would sag back five years every twelve months. Even the women are temperamentally careless. They do not actively seek out and positively buy electric refrigerators, paper towels, and other progressive merchandise. Only under the education of advertising and selling have women risen from the spinning wheel and thrown away the old roller towel. Remember that business requires volume, mass production and mass distribution. The radio and other modern goods would still be laboratory curiosities if they had depended upon the patronage of a little group of progressive customers. The real markets are the millions of average men and wo-

men who never "buy" but must always be "sold."

People are bound to make mistakes; but the mistake which will count most against them will be mistaking the plain evidence which now points to advertising and selling as of paramount importance. Nobody can afford to make mistakes in interpreting fundamental statistics. An anonymous philosopher uttered a world of wisdom when he wrote the following inevitable truths:

When a garage man makes a mistake he adds it to your bill.
When a carpenter makes a mistake, it's just what he expected.
When a preacher makes a mistake, nobody knows the difference.
When a lawyer makes a mistake, it becomes the law of the land.
When a doctor makes a mistake, one sends flowers.
But when an economist makes mistakes, GOOD NIGHT!

Though the days of the pioneers have gone, we may still have the spirit of the pioneers. Through advertising and selling we will get the lift we need to keep the line of normal growth slanting steadily upward, and the urge needed to get off the ground now that the depression has run its course. Our nation, though undeniably nearing the end of one chapter, is only at the beginning of another on an even greater scale. Millions now living can look back upon the greatest war in history; they can now look up from the greatest depression on record. My forecast is that, if advertising and selling prevail, the present generation can look forward to the greatest progress which the world has ever known.

Joins "The Reporter"

Merrill Dwinell has joined *The Reporter*, New York, as Chicago advertising representative with headquarters in the Merchandise Mart.

Starts J. G. Moritz, Inc.

Jules Gilbert Moritz has formed J. G. Moritz, Inc., an advertising service, with offices at 110 East 42nd Street, New York.

New Account for Reach

The Tru-Lax Corporation, Newark, N. J., has appointed the Chas. Dallas Reach Advertising Agency, of that city, to direct its advertising account.

Appoints Calkins & Holden

Adgene, Inc., Paterson, N. J., a health drink, has appointed Calkins & Holden, New York advertising agency, to direct a campaign to the medical profession.

HOW BIG IS A "BIG" MARKET?

Offhand we'd say it's about as big as your sales results in it.

A mass market of close to 200,000 families—which has felt little or no depression—which is now rushing upward to a new high in buying power, as the leader in the nation's Business Recovery activity—is a big market for any business.

That is Washington, D. C.

The Washington Times, with 106,953 circulation, covers over half of the families in this market.

Present sales results from its advertising are not surprising to us, but may be to some national advertisers.

WASHINGTON TIMES
THE NATIONAL DAILY

Washington's Fastest Growing Evening Newspaper

Represented Nationally by the
Rodney E. Boone Organization

More Slogan Questions

PITTSBURG & MIDWAY COAL
MINING CO.

KANSAS CITY, MO.

Editor of PRINTERS' INK:

I should like very much to know if and where the expression "Best by Test" has been employed to date as an advertising slogan.

JOHN KENT BOYD,
Advertising Manager.

REINCKE-ELLIS-YOUNG GREEN &
FINN, INC.
CHICAGO

Editor of PRINTERS' INK:

It is our understanding that your files include one on slogans. Can you tell us whether "The Sole of Honor," used in connection with shoe advertising, or a similar use of the idea "Soul of Honor," has been utilized by shoe advertisers?

C. C. STEVENS.

"BEST BY TEST" has been used to advertise Calumet Baking Powder for many years. Now that the product is a member of the General Foods family the phrase is still being featured.

The Clearing House also reveals that the slogan, "The Sole of Honor" was registered by Beardmore & Company of Toronto, Ont., Canada.

Every effort is made to keep this slogan file up to the minute and its completeness enables PRINTERS' INK to furnish quick and authentic information about the use of specific phrases.

The following slogans were registered recently:—[Ed. PRINTERS' INK.

An International Value. International Paper Co., New York.

Backed by a Century of Brewing Experience. Gerhard Lang Brewery, Buffalo, N. Y.

Beauty Begins with the Hair. (Permanent Wave). Gabrielen Co., Inc., Chicago.

Bear Is No Better Than Its Ingredients. A. (Brewers' Syrups) Hammerschlag Refining Co., New York.

Bear That Makes Friends. The Lubeck Brewing Company, Toledo, Ohio.

Best for Pets. The Hiegar Products

Co., St. Paul, Minn.

Bottled Beer with the Draught Beer Flavor. The Globe Brewing Co., San Francisco, Calif.

Brewed in the British Manner. Connecticut Valley Brewing Co., Meriden, Conn.

Brush with a "Backbone." The. (Appliance for Moistening Gummed Paper Surfaces). A. C. Hummel Co., Cincinnati, Ohio.

Built-in Quality in Every Shoe. D. Myers & Sons, Baltimore, Md. Chocolate of Excellence. The Page & Shaw, Ltd., London, England.

Coffee of Inspiration. The Schwabacher Bros. & Co., Seattle, Wash.

Coffee That's "Always" Good. The Schwabacher Bros. & Co., Seattle, Wash.

Concentrated Insecticide. The Elkay Products Corp., New York.

Double-Smooth. (Cocoa and Chocolate). Rockwood & Co., Brooklyn, N. Y.

Easiest and Cheapest Way to Heat Your Home. The Electrol, Inc., New York.

Electric Brains. Electrol, Inc., New York.

Famous for Food. Hotel Indiana, Fort Wayne, Ind.

Fits the Feminine Clan. (Girdle). The Sidley Co., San Francisco, Calif.

Fresh Feeds Are Best! Syn-Kro-Mills, St. Louis, Mo.

Freshness Is the First Food Law of Nature. Syn-Kro-Mills, St. Louis, Mo.

Good as Ever. Falstaff Brewing Corp., St. Louis, Mo.

Good Taste Suggests It. Peter Fox Brewing Co., Chicago.

Inspiration Coffee. The Schwabacher Bros. & Co., Seattle, Wash.

Inspiring Coffee. The Schwabacher Bros. & Co., Seattle, Wash.

Invite an Appetite with just a dash—The Allium Company, New York.

It Melts in Your Mouth. (Food Product). Pecano Manufacturing Co., Mannheim, Pa.

It Tastes Better. (Milk of Magnesia). E. R. Squibb & Sons, New York.

Just Dip and Rinse. (Dry Cleaning Fluid). Radbill Oil Co., Philadelphia, Pa.

Leaves You Breathless. (Gum). L. P. Larson, Jr. Co., Newport, R. I.

Let Your Taste Tell. Connecticut Valley Brewing Co., Meriden, Conn.

Million Yards of Good Will. A. (Appliances for Moistening Gummed Paper Surfaces). A. C. Hummel Co., Cincinnati, Ohio.

Modern Way to Moisten. The. (Appliances for Moistening Gummed Paper Surfaces). A. C. Hummel Co., Cincinnati, Ohio.

Myers Means Merit. (Shoes). D. Myers & Sons, Baltimore, Md.

Paint with the Two Bears—It Wears. The Baer Brothers, New York.

Pass Word of the Road. The Sun Oil Company, Philadelphia, Pa.

Perfumed Concentrate. The Elkay Products Corp., New York.

Proper Moistening Is Essential to Good Sealing. (Appliances for Moistening Gummed Paper Surfaces). A. C. Hummel Co., Cincinnati, Ohio.

Personal Efficiency the Temple Builder.
Institute of Personal Efficiency, Bridgeport, Conn.

Spray "Jake" for Safety Sake. (Insecticide). Elkey Products Corp., New York.

Reconditioning Oil Process, Revitalizes the Hair. (Permanent Wave). Gabrielen Co., Inc., Chicago.

Revolutionary Heat. (Hair Dryer). Acme Engineers, Inc., Chicago.

Those Who Really Know, Drink Falstaff. Falstaff Brewing Corp., St. Louis.

World's Most Economical Motor Oil. The Radbill Oil Co., Philadelphia, Pa.

You Call It a "Zipper." Its real name is Prentice, The Dependable Slide Fastener. The G. E. Prentice Mfg. Co., New Britain, Conn.

Your Daily Dentist. (Tooth Paste). Professional Research Laboratories, Inc., Detroit, Mich.

Louisville Bureau Elects

Flavie C. Adams, advertising director, Fidelity & Columbia Trust Co., Citizens Union National Bank, has been elected president of the Louisville Better Business Bureau. He succeeds Frank T. Buerck, Commercial Lithographing Co.

D. D. Stewart is vice-president; Vernon Bailey, secretary, and R. M. Fible, Jr., treasurer.

C. M. Bryant, Edward Helck, Walter Hampton, William I. Gazen, Ben Shapiro, Carl Fisher, Anson Burlingame, Martin Schmidt and Leroy Scott were elected directors.

Caryl Spiller was recently re-appointed as manager, a post he has held on two previous occasions.

Creator of "Vaseline" Dies

Robert Augustus Chesebrough, who gave Vaseline to the world both as a product which he invented and a name which he coined, died last week at Spring Lake, N. J., aged ninety-six. He retired as president of the Chesebrough Manufacturing Company twenty years ago, but continued as a director until his death.

Portland Club Appoints Orput

Don Orput has been appointed to the newly created position of manager of the Advertising Club of Portland, Oreg., and will, in addition, be executive secretary of the Pacific Coast Advertising Clubs Association. Portland will be host to the 1934 convention of this association next June.

McMahon Transferred

Charles H. McMahon, sales promotion manager of the Detroit Vapor Stove Company, Detroit, has been transferred to the Northern Ohio district, with headquarters in Cleveland.

Joins "Modern Medicine"

George Hoyt, formerly with the A. R. Elliott Company and *Medical Journal & Record*, is now in charge of the New York office of *Modern Medicine*.

GOODS



SALESOCRACY

Let others plot out the world's energy resources. . . Plot out for yourself the world's sales resources and act on your findings. While business lags at home a myriad English-speaking people throughout the world are still buying. Now is the hour to go after these rich markets. There is no surer avenue of appeal than through Punch—the paper that enjoys the profoundest confidence of an immensely wide circle of readers, the paper that is eagerly awaited every week and conned from cover to cover, the paper that achieves such brilliant results that unsolicited letters reach us almost daily in enthusiastic testimony of its pulling power. Get into Punch now with your goods, your services. Better times are waiting for users of

PUNCH

The only high-class weekly in England publishing audited net sales.

Marion Jean Lyon, Advertisement Mgr., Punch 10, Boulevard Street, London, E. C. 4., Eng.

NRA Enters Buy-Now Phase

Figures Indicate Recovery in a Number of Lines and This Can Be Held Only if People Purchase

PART of the program of NRA publicity consists of prosperity statements published in local newspapers. The result has been during the last several weeks that newspapers in all parts of the country have been printing encouraging figures concerning wages and re-employment.

It is unfortunate, in a way, that some of the publicity methods being sponsored by the recovery administration have caused a number of business men to look upon much NRA publicity as being suspect. There seems to be no question, from a careful study of figures gathered by reliable statistical agencies, that there has been a considerable pick-up in employment and in wages.

Authentic are the statistics in *Automotive Industries* for September 9 which show that the output of automobiles for the first eight months of this year exceeded last year's entire total. *Automotive Industries* predicts that the production of automobiles for the year may reach 2,000,000 units, the first eight months having seen more than 1,500,000 automobiles turned out of the factories.

It is interesting to note that there has been a healthy increase in the number of cars sold in the price ranges above \$1,000. For instance, in the range between \$1,000 and \$1,500 it is estimated that the public has spent a million dollars more this year than last

year. The same dollar increase is shown in the class in the range of \$2,000 to \$3,000 cars.

* * *

That advertising has shown a definite upswing is indicated by figures released by NRA officials which indicate a nice gain by newspapers in display advertising. The table below gives the gain by cities.

* * *

A survey just completed by the Merchandising Association of New York City shows an increase in employment of from 10 to 15 per cent in factory and retail establishments. The association estimated that from 100,000 to 150,000 of the million unemployed in New York have obtained jobs as a result of the operation of the Recovery Act.

GAIN IN NEWSPAPER ADVERTISING

City.	Aug., '32.	Aug., '33.	Gain.
New York...	5,527,844	5,802,002	274,158
St. Louis....	1,429,766	1,729,836	300,070
Portland	934,831	1,108,211	173,380
Cleveland ...	1,262,863	1,655,020	392,157
Jacksonville..	627,066	677,423	50,357
Pittsburgh ...	1,625,331	1,970,807	345,476
Atlanta	1,269,072	1,455,020	185,948
St. Paul	1,054,326	1,108,592	54,266
San Francisco	1,738,302	1,945,237	206,935
Dallas	1,441,138	1,696,098	254,960
Indianapolis..	1,440,180	1,807,578	367,398
Milwaukee ..	972,369	1,269,258	296,889
Louisville ...	1,426,356	1,668,527	242,191
Boston	2,373,752	2,448,213	74,461
Denver	924,249	981,053	56,804
Cincinnati	239,996
Baltimore ...	1,682,804	1,982,242	299,438
Chicago	2,276,826	2,935,449	658,623
Detroit	1,648,472	1,806,014	157,542
Omaha	801,475	1,038,366	236,891
Minneapolis..	152,628
Philadelphia..	2,619,801	3,073,798	453,997
Kansas City..	1,369,439	1,550,849	181,410
Dayton	1,007,534	1,006,561	*973
Seattle	1,154,932	1,218,874	63,942

*Loss.

THE CHARLES
SCHWEINLER PRESS, Inc.

405-421 Hudson Street

New York, N. Y.

takes pleasure in
announcing the appointment

of

ROY L. ATWOOD

as

Vice-President

CARL L. SCHWEINLER
President

All of these figures are decidedly encouraging. How much of the increases have been due to the operation of NRA and how much to natural economic recovery it is difficult to determine. Even the worst enemies of NRA, however, will admit that it has had a salutary effect upon employment and wages.

* * *

Members of the National Recovery Administration are awaiting with considerable anxiety the results of the buy-now campaign which is being prosecuted vigorously all over the country. Stores are carrying fall goods and in many cases prices have shown marked revisions upward.

The big question now is, will the public buy? And no stone is being left unturned to answer that question affirmatively.

Undoubtedly many of the price rises are far greater than conditions justify. One of the things that is giving the Government serious concern at the present time is the necessity of protecting consumers against rank profiteering. In many lines drastic revisions in prices have been necessary to put concerns back on a profit basis. With the elimination of child labor and the sweat shop, labor costs have mounted tremendously.

In other industries, however, there are many indications that manufacturers are unloading on the buying public merchandise that was manufactured under old wages and conditions. The result is that their profits on this type of merchandise are way out of line.

Profiteering is no part of the New Deal and President Roosevelt on several occasions has told business that it must sacrifice immediate profits if the recovery program is going to be successful in the long run. His advice has not been listened to by many manufacturers.

* * *

Last spring when the Government sponsored a drastic scheme for advertising regulation under the Food and Drugs Act, there was every indication that the present Administration was seeking advertising reform. For that reason

there was a great deal of hope that codes sponsoring advertising reform would receive quick recognition in Washington. It was felt that if the Government could get those industries which act for the majority of national advertisers to include code provisions against fraudulent and misleading advertising, the passing of national legislation would be unnecessary.

Instead of this, however, business is being treated to the dismaying spectacle of the Recovery Administration preparing to accept a great many codes with the advertising regulations thrown out.

* * *

PRINTERS' INK has always maintained that business is much more capable of cleaning up its bad advertising practices than is the Government. Evidently the Government does not think so because at a time when industrial leaders have shown every willingness on their part to sponsor clean advertising under codes, they have received no encouragement at all from the Government. Advertisers will watch with particular interest the result of the hearings on the advertising agency code. In this code are provisions which, if carried out properly, would make further legislation against fraudulent advertising unnecessary.

* * *

It is reported that a powerful lobby is at work in Washington against any efforts to include price protection in codes. This lobby is sponsored in part by groups of consumers who are sincere in their opposition to what seems to them to be the encouragement of profiteering. They are receiving, however, a great deal of encouragement of the elements in industry who, through their vicious price-cutting tactics, have done so much to eliminate honest profits from business during the last couple of years.

Economic idealism is a fine thing but if the members of the present Administration allow their idealism to blind them to the sources of a great deal of the propaganda that is being centered on Washington in the long run they will do a great disservice to the various consumers

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whom they are trying to help.

Last week the NRA spotlight was taken momentarily from Henry Ford and thrown onto the coal operators. Giving up hope that the coal industry would voluntarily accept a code which would be satisfactory to the majority of the operators, General Johnson announced that a code would be prepared by the President and submitted to the operators as final. This statement has met with bitter opposition from many factors in the industry.

Most of the controversy of the coal industry centers around labor. If the Administration is able to impose a satisfactory code upon the coal operators, it will be one of its major achievements.

I. G. A. Campaign Aims to Wipe Out Butter Surplus

A two-week buying drive, now under way, is being sponsored by the Independent Grocers' Alliance of America. Its objective is to help move the surplus stocks of 27,000,000 pounds of butter, thus bringing immediate relief to farm and dairy interests.

Special advertising material, being furnished I. G. A. members, features the slogan "Buy an extra pound of butter." Dealer display material, newspaper advertising and direct mail will be used.

"This butter surplus must be moved quickly," said Frank J. Grimes, I. G. A. president. "With our retailers and wholesale outlets located in forty-three States, we are going to help make this one of the biggest mass merchandising drives ever put on and a real boom to not only agricultural recovery but to the entire NRA program as well."

Death of S. K. Page

S. Kent Page, for the last ten years with the Tacoma, Wash., *News-Tribune and Ledger*, died at that city recently, aged fifty-five. He previously had been engaged in car-card advertising in the East.

Don Searle with WIBW

Don Searle, general manager for eight years of Station KOIL, Omaha, has been appointed to take charge of the Capper Publications' station, WIBW, in Topeka, Kans., as general manager.

Joins Hudson Agency

Quentin I. Smith, recently with the financial advertising department of the *New York Evening Post*, has joined the Hudson Advertising Company, New York.

GOOD COPY

is printed
evidence of
fixed purpose
not weakened
by temporary
whims. Its
first duty must
be to inspire
confidence.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

Why Business Should Get Better

Six Factors Which Will Affect Purchasing Power as Seen by a
Market Writer

By Waldo Young

[EDITORIAL NOTE: With immediate results of the National Industrial Recovery Act in evidence, there is considerable interest in what lies ahead. Waldo Young, whose comments on business generally and the stock market particularly appear in the *New York Investment News*, summed up on Monday the factors that he believes will influence recovery.]

THERE are several considerations that appear to favor resumption of the major uptrend somewhat later. Here is a list of the items I have in mind:

1. Public Works. The Administration is authorized to make expenditures of \$3,300,000,000 on public works and unemployment relief, and is expected to have the program of spending well under way by winter. Some undertakings have been initiated, but the program by no means has been carried out to the full.

The delay probably is irksome to the Administration, particularly as the heavy industries are the ones that will be largely benefited. The most recent suggestion is that loans to railroads to buy rails and rolling stock be made out of the public works fund, as was specifically authorized by the National Industrial Recovery Act.

2. Prohibition Repeal. This will provide a new industry of a sort, and one which, like brewing of 3.2 beer, will account for increased consumption of grains. Moreover, Europe right now is arranging for ships on which to send her wines and brews and harder liquors to this country.

There should be a stimulant to trade, both domestic and international, when repeal finally becomes a fact, with larger possibilities of markets abroad for some of our mass production.

3. Buy Now Campaign. One of the handicaps of recovery from the depression is the fact there has been little or no large-scale building of new capital goods—plants and facilities for increased production and distribution. In other years there have been huge bond issues and huge building programs to put the heavy industries to work. The public works program is designed to supply this need but will not be enough.

The "buy now" campaign will be a drive for larger purchasing of consumption goods by the country at large—essentials and luxuries, clothing and housefurnishings, amusements and the implements of amusement. Perhaps we have arrived at a stage in the economic development of the country where thrift is not altogether a virtue.

4. Recognition of Russia. This is problematical, but Russia is a vast potential market with potential resources to pay for purchases of machinery and equipment purchased in this country. Russia will ask credit, of course, but she has done reasonably well during the depression in meeting commercial obligations in this country.

5. International Wheat Accord. This agreement of twenty-one nations to control production and export of wheat ultimately should lead to better prices for agricultural products the world over, and larger buying power on which to predicate a revival of international trade. It is one of the items in the direction of world recovery that will require time and patience.

6. Increasing World Gold Supply. The stimulation that gold production has received during the depression, and especially since England and the United States abandoned the gold standard, is a factor tending to make for a

Who's First *Now* in the Screen-Media Field?

The ABC Publishers' Statements for the first six months of 1933 reflect an emphatic readjustment of advertising values.

Of the three leading screen-media groups composed entirely of screen magazines, SCREENLAND UNIT shows:

FIRST in *total net paid circulation*

FIRST in *circulation gains*

FIRST in *newsstand sale*

FIRST in *bonus circulation*

FIRST in *linage gains*

FIRST in *lowest delivered advertising cost*

In SCREENLAND and SILVER SCREEN
your advertising reaches:

A Profitable Market—631,128 receptive, imitative, credulous young women, at the age of maximum want—

At a Low Cost—\$1.90 per page-per-1,000 delivered circulation.

Make every advertising dollar do double duty

Put Screenland Unit First!

higher world price level. The effects of this, too, will require time and patience. There may be general abandonment of the gold

standard in Europe first, but I believe that ultimately the world will come back to gold as the monetary measure of value.

Dated Shoes

THE Eastman Kodak Company was among the first to realize the advantage of dating its products. Since then, a number of advertisers have found that this guarantee of freshness makes good advertising copy.

The latest product to join the ranks of the dated is shoes. John Ward is now stamping the purchase date inside of each shoe and advertising that fact. This is not to guarantee each purchaser a fresh pair of shoes but to enable the wearer to keep track of the long wearing quality of Ward's product.

The copy points out that age, weight, occupation, health and a dozen other personal factors affect the length of service. Each man, it is stated, must keep his own record, make his own comparisons, and decide for himself which shoes are best.

The advertiser is thus setting out to prove its claims for long wear. "We know how extraordinarily fine these shoes are," the company says, and then continues, "we want you to know it too—not merely from our say-so, but from an accurate record of wear."

The advertisement in which this



new service is announced carries a large photographic illustration of a shoe with the date, stamped inside, plainly visible.

New Accounts to Grey

The Tao Tea Company, Inc., and the Beaton Automotive Products Company, both of New York, have placed their advertising accounts with The Grey Advertising Service, Inc., of that city. The Prudence Mutual Benefit Association, Jersey City, N. J., also has placed its account with the Grey agency.

Represent "The Farm Journal"

The Farm Journal, Philadelphia, has appointed the following representatives: Earl Mitchell, covering California with offices in San Francisco, and W. F. Coleman, covering Oregon and Washington with offices in Seattle. Willis Osborn will continue to represent *The Farm Journal* in the South and Southwest.

Wood Carving Tools Account to Wilson and Bristol

Alfred Field & Company, Inc., New York, importers of "Acorn Brand" wood carving tools and lineoleum block cutting tools, has appointed Wilson and Bristol, Inc., New York, to handle its advertising. Magazines will be used.

Gundrey Joins Watts

H. B. Gundrey has joined the Watts Printing Company, Inc., New York, as vice-president in charge of service and sales. He was formerly with Stanley E. Gunnison, Inc., New York advertising agency, as general manager in charge of production.

THE NEW ENGLAND NETWORK

WTIC • WEEI • WTAG • WCSH • WJAR
HARTFORD BOSTON WORCESTER PORTLAND PROVIDENCE

announces

THE OPENING OF A
NEW YORK OFFICE

at

220 EAST FORTY-SECOND STREET

Vanderbilt 3 - 3648



JOSEPH J. WEED
MANAGER

Brains Cannot Be Standardized

One phase of business cannot and will not be standardized.

Codes in nearly every industry standardize wages, hours, costs, accounting methods, mark-ups, materials, almost every phase of business operation.

With what result, then? Will each concern prosper alike? Will poor management profit equally with good? Not likely. Not even possibly.

Brains cannot be standardized—especially merchandising brains. There are and will be the *Merchandisingly Alert* to reckon with.

This strong group of business leaders will be stronger still. No longer will they be harassed and impeded by cut-throat price competition, by back-door methods.

The *Merchandisingly Alert*—those who stand behind American nationally advertised products—into their hands goes the guidance and leadership of American Business in these next years of its growth.

Would you know who they are? PRINTERS'

INK, either WEEKLY or MONTHLY, can help you.

More of the *Merchandisingly Alert* are gathered together in their audience than in any other one identified group. More are on these circulation lists than in Who's Who or the Directory of Directors or any other list available.

Officers and executives of firms doing 89% of all magazine advertising make up this list. Also those who represent 84.6% of the 357 leading newspaper advertising appropriations listed by the American Newspaper Publishers' Association.

36% of the subscribers in this audience are General Managers or higher executives of their respective firms. Another 40.8% are sales and advertising executives.

If you would reach the *Merchandisingly Alert* with some worthy message, no forum or vehicle can better serve you than the advertising pages of the PRINTERS' INK Publications with well over 30,000 net-paid-in-advance A.B.C. circulation.

Where Psychology Fits into Today's Marketing Plans

Five Specific Problems Which Call for More Scientific Study of Consumers

By Lyman H. Chalkley

Head of Research, The Bristol-Myers Company

THERE is a need for studying consumers. I shall take up some of the specific problems that demand consumer study for their solution. Methods for getting the necessary information about consumers are not available as yet and thus each of these problems presents an opportunity and a challenge to psychologists.

1. How can a manufacturer find out whether or not a proposed new product would meet with popular favor?

In other words, suppose a manufacturer had an idea for a product, how could he find out whether or not consumers would buy it? To actually put the product on the market and give it a fair chance to sell requires a large amount of money and time. Is there a more efficient way? The history of even the most successful manufacturers of consumer products shows that today no one knows how to answer this question.

As an illustration, consider the case of Listerine Tooth Paste. When this was first put on the market it had a flavor similar to that of Listerine. This flavor had proved most popular in a mouth wash. Moreover, the company had every facility from the standpoint of distributing channels and advertising skill to make a great success of Listerine Tooth Paste.

However, this first Listerine Tooth Paste could not be sold profitably. It proved necessary to change the flavor to a more conventional peppermint type before

the tooth paste could be sold. Once the flavor was changed the tooth paste proved a great success.

2. Suppose we already know there is a market for a certain type of product, how can we learn from consumers which of several possible forms that the product might take would be most acceptable?

There are a great number of possible variations that might be made in almost any consumer product. The product itself may have a color or a taste or a texture which is capable of taking a variety of forms. Moreover, the way the product is packed—the label used upon the package—the uses for which the product is recommended—the ideas of excellence which the manufacturer wishes the consumer to associate with his product—are all features which depend upon consumer taste. How can the manufacturer learn what this consumer taste is without the prohibitively costly experiments of placing a great many different products upon the market?

Considering only the question of the size of package, we all know of products for which the public showed a distinct preference for one size when there was a possibility of choosing between two or more sizes.

3. Suppose a product is already on the market and has proved more or less successful. With new scientific developments which are taking place every day no product can stay really up to date for many years without changes. The progressive manufacturer would like to keep his product in line with the latest scientific developments, but how can he make a change in a product when

A portion of a speech, delivered at a meeting of the American Psychological Association. Dr. Chalkley was speaking for Lee Bristol, vice-president of Bristol-Myers.

he does not know the effect of this change upon consumer reactions?

A change in some technically non-essential feature of a product, such as the color of a soap or the design of a label, may make a great difference in the consumer acceptance for the product. There are well authenticated cases in which this is true.

On the other hand, it has been possible to make changes, rather radical changes in the package or even in the composition of a product with no injury to the market and, in fact, a distinct increase in sales. The trouble is no one knows beforehand what the result of a change in an established product will be. Can psychologists find the method for measuring the effect of such a change before it has been put into wholesale production?

4. Advertising. The value of a product to a consumer depends not merely upon physical properties, but also upon the ideas associated with the product. There was no change in Listerine when halitosis was first discovered by the advertising world, but there was a great change in Listerine sales. There was no change in Lucky Strike cigarettes when "Reach for a Lucky instead of a sweet" became a nationally discussed slogan, but there was a great change in the Lucky Strike sales. Whatever we think of these slogans, their immediate influence on sales was clear. Thus one of the most valuable features of a consumer product may be its reputation and the ideas which a manufacturer can cultivate in the minds of the public.

In speaking of advertising I am using the word in a broad sense. In this broad sense advertising really begins with the uses which the manufacturer advises for his product. If tubes of cold cream or beef extract or mucilage were distributed without any instructions or indication of use, the chances of consumers finding their proper uses and buying the product again are slim.

Thus, the first thing a manufac-

turer must do in putting out a new product is decide what he will advise the consumer to use the product for. This is another psychological problem.

Every product has a number of different uses. Which use would appeal to the largest number of consumers? If more than one use appeals to a large number of consumers, how can a manufacturer find out whether or not he would make more sales by recommending all the large-scale uses or confining himself to a single one? There is a common feeling, born of trial and error experience, that it is a handicap to recommend a product for more than two or three uses even though the product might be equally valuable for a half dozen.

Once we know the uses for which the product is to be sold we must find out what types of consumers will be most interested in the product and its uses. What are the distinguishing characteristics and psychological quirks that occur in the people who are most likely to buy a specific product?

Here is where the work of the advertising manager usually begins. He must learn what types of people constitute the best prospects for the product of his advertising. Then he must learn how to reach these people, what they read, whether they listen to the radio, or whether they prefer to drive automobiles and read billboards. Then he must learn where their interests lie in relation to the particular needs which this product can fill. Maybe they are sporting people and their interest would be aroused by baseball games; or maybe they are scholarly individuals who have never heard of Babe Ruth but who can quote passages from Euripides and Virgil.

Advertising must not only reach and attract the attention of prospective customers for a product. It must give them a favorable impression of the product and carry conviction that the product will do something that the prospective consumer wants it to do.

Methods for accomplishing these ends all involve psychological problems. Even after we have decided

what people to reach and how to reach them, the presentation of the advertising story not only calls for the creative imagination of the copy writer and layout man, but for a choice between the result of their labors.

Suppose we have several advertisements to choose from (and this is the actual case in every meeting between an advertising agency and its client) how can we distinguish the advertisements which will have the greatest favorable influence upon prospective consumers? This is a concrete psychological problem now crying for solution.

5. So far, in speaking of changing products and advertising, I have assumed that people's reactions remained constant. But they don't. People who have been reading about halitosis for years no longer react in the way they did when the slogan was new.

Not only do people change as a result of advertising, but because of influences quite beyond the control of the advertisers. For instance, the growing sophistication of the last decade has made possible the advertising of alleged contraceptives.

Such changes are going on all the time. But I believe that under conditions of stress, such as the present, the rate of change is accelerated. Advertising stories and slogans become obsolete more rapidly. People quickly develop new reactions to old products, etc.

Is this so? If it is so, how profound are the changes? Is it merely that a slogan loses its effectiveness, or do people become less pervious to

all advertising in some old standard medium. Just what is it that grows obsolete?

Looked at from the positive side, what are the new interests and enthusiasms and faith that come into vogue?

In other words, what are the general trends? Can you discover them? If so, products and advertising could be kept abreast of the changing demands of the public. To satisfy these changing demands is today a hit-or-miss endeavor.

* * *

The management of every consumer product industry is continually faced with the problems I have just outlined and with similar questions relating to consumer reactions. Methods of solving these problems would be of great practical value. However, the methods would have to be thoroughly reliable. Results would be worthless unless they could inspire the confidence of the business executives who would apply them to business problems.

As yet there are no generally accepted methods for solving any of the problems I have mentioned. The people who study consumers do not agree upon the methods now in use. How can you expect business men to have faith in procedures which the experts themselves do not believe in? It seems to me that one of the most important parts of working out new methods is to establish their reliability so clearly as to demand acknowledgment of the soundness of the method.

Joins Free & Sleinger

Girard Ellis has joined Free & Sleinger, radio station representatives, Chicago. He will head a newly established program service department. He was formerly head of the radio department of Vanderhoof & Company and, more recently, head of the Commercial Broadcasting Service in Chicago.

Fawcett Appoints Godfrey

J. C. Godfrey, Jr., formerly with A. A. King, Inc., Chicago, has been appointed Western advertising manager of the Fawcett Publications. He will make his headquarters in the Chicago office, which is now located in the Palmolive Building.

Erlandson and Kelsey with Zenith

Ray S. Erlandson, formerly sales manager of the automobile radio division of the Grigsby-Grunow Company, and his assistant, L. L. Kelsey, have taken similar positions with the Zenith Radio Corporation, Chicago.

Has Binney & Smith Account

The Binney & Smith Company, New York, carbon black, has placed its advertising account with Smith, Sturgis & Moore, Inc., New York advertising agency. Business papers in the rubber, paint and ink fields will be used.

THE COLLEGE MARKET

now united for profitable development by advertisers

THE COLLEGIATE DIGEST

a rotogravure pictorial Supplement
fostered by National Scholastic Press Association

(A non-profit organization; also the largest and
oldest scholastic press association in U. S.)

affords:—

1. NATIONAL COVERAGE of college market with ONE MEDIUM.
2. CAMPUS CIRCULATION already in excess of ONE QUARTER MILLION and increasing rapidly.
3. DISTRIBUTION now with more than 150 leading COLLEGE NEWS-PAPERS and list growing fast.
4. BROWN & WHITE OR FOUR-COLOR rotogravure—A1 process for commanding reader-interest (established by Gallup Survey).
5. The most sensational "Buy" of the College market yet afforded.
 - A. By elimination of mechanical cost due to central printing, one order and one piece of copy.
 - B. Brown & White rotogravure at NO GREATER COST THAN BLACK AND WHITE.

Represented exclusively by

NATIONAL ADVERTISING SERVICE, INC.

11 West 42nd Street, New York, N. Y.

and

333 North Michigan Avenue, Chicago, Ill.

ROBERT R. ROBERTSON, President

HARRY C. BALDWIN, Western Manager

Also representing more than 700 college publications
from Coast to Coast.

— Rates and details gladly furnished upon request —

What the Securities Act Has Done to Financial Advertising

(Continued from page 6)

company or railroad company's bankers have yet ventured to submit new capital issues to their own governing authority. They are convinced that the Interstate Commerce Commission would apply rules as drastic as those of the Federal Trade Commission.

Banks, trust companies and financial institutions generally of the classes which do not engage in the sale of securities (the solicitation of orders by brokers, by the way, is specifically classed by the Act as in the same category with the offer of securities for sale) are in no way affected directly or even alluded to in the Act; yet since its passage they, too—even those which were once consistent advertisers—have fallen almost entirely silent.

"Until we know which way to turn," said the executive head of one big New York bank to me, "we decided it was safest to say nothing at all. We used to have a story to tell the public that we ourselves believed in, and we told it persistently in advertising, we believe with excellent success.

"The events of the last year have made that story obsolete; and until we know what our business is going to be like in the future—what the public expects of us and what the Government will permit us to do and call banking—we cannot evolve a new story to take its place. It isn't the Securities Act as such that has caused us to suspend advertising; but that Act is one of the many symptoms and

contributing factors to the uncertainty we feel, which has caused us to decide the only safe thing to do was to shut up entirely until we know where we are at."

There you have it. Call it a strike of financial advertisers if you will; how many of you who read this would be willing personally to sign a paper which would make you *personally* liable for anything up to \$50,000,000—whether as redemption or damages—if any one of perhaps 10,000 people should discover in that paper (a paper whose bare description, outlining the things which must be included in it, covers four closely printed pages in a good-sized pamphlet) one single mis-statement or omission of a material fact, and put it up to you to prove in court that you not only didn't know of the mis-statement or omission, but could not have found out about it if you had tried? For that is precisely the situation to which the officer or director of an American corporation commits himself, if he signs a Securities Act registration statement.

Nobody, in my observation, willingly puts himself out of business. Therefore, when the investment banking business of the United States virtually completely suspends operations, and says that it is doing so because it can find no way whatever to do business under the Securities Act of 1933, it is entitled, it seems to me, to be credited at least with sincerity.

Appoints Denver Agency

Shaw-Betts, Inc., Denver advertising agency, has been appointed to direct the advertising of the Walter Brewing Company, Pueblo, Colo., Gold Label beer.

Newspaper and outdoor bulletins will be used in Colorado, Nebraska, Kansas, Oklahoma, Texas and New Mexico.

The Larre Laboratories, Denver, have also placed their account with Shaw-Betts. Newspapers will be used in Central West and Mountain States.

Gibson Heads G. F. Subsidiary

Edwin T. Gibson has been elected president of Baker-Bennett-Day, Inc., New York, nut products, and a subsidiary of General Foods Corporation. He succeeds A. S. Igleheart, vice-president of General Foods in charge of manufacturing, who has also been serving as president of Baker-Bennett-Day. Mr. Gibson was formerly with the National Biscuit Company. He also was secretary of the American Sugar Refining Co.

Sleeping Sickness

ST. LOUIS has been suffering from a strange epidemic of sleeping sickness. Not much is known about the cause of this disease and newspapers not only in St. Louis but throughout the country have been devoting considerable space to the subject.

The Ralston Purina Company, of St. Louis, received an interesting letter from a victim of this malady, called encephalitis. It was written from Barnes Hospital. In this letter a prominent local business man urged everyone to wage war on mosquitoes as a precaution against the spreading sleeping sickness.

Ralston Purina manufactures, among other products, Purina Mosquito and Fly Spray. This unusual letter, which described the precautions taken in the hospital to prevent mosquitoes from biting the patients, was used by the company in a newspaper advertisement addressed to the citizens of St. Louis. The letter was printed in full without a signature but with a "name on request" line.

The Ralston Purina Company, in a carefully worded message, talked about its product. It said, in part:

"Do mosquitoes carry sleeping sickness?" Scientists and health authorities do not know. But while they are seeking to establish the source of this disease, they urge every citizen to wage war on these pests as a preventive precaution.

"The surest, safest way to protect your family against mosquitoes and flies is to spray every room in your home, including the basement, regularly and thoroughly with Purina Mosquito and Fly Spray—the most powerful insecticide spray ever developed! . . .

"With the cause of sleeping sickness still unknown, delay may be dangerous to you and your family. Act now! Make your home safe today against mosquitoes with Purina Mosquito and Fly Spray—the spray that kills instantly—positively."

NEBRASKA HAS BETTER CROPS THIS YEAR

By SAM R. McKELVIE

IN one of the shortest grain crop years in nearly 40, Nebraska ranks well above the average.

CORN is the nation's most important crop. Nebraska will produce about 250 million bushels, which is nearly one-ninth of the total estimated crop for the nation.

NEBRASKA'S wheat crop turned out 29 million bushels, or about 2½ million bushels more than last year. The carry-over of about 6 million bushels on July 1 gives Nebraska farmers approximately 35 million bushels. This, in addition to the 10 million dollars they will receive in wheat reduction bonuses, represents a substantial total income, the most of which will be received and spent within the next 90 days.

OTHER small grain crops are much the same as in other states. Fifteen percent more cattle than normal are on feed. Nebraska ranks second in surplus swine production and will share accordingly in any bonuses that may be paid by the government.

THIS is one farming state that should be given individual treatment—63 percent of its population is rural. Its rural market can be blanketed with one publication—The Nebraska Farmer—which is subscribed to by four-fifths of all the farmers in the state. We guarantee it to be the cheapest and most effective means of reaching the farm market.

THE NEBRASKA FARMER

"Nebraska's Farm Paper Since 1859"

LINCOLN NEBRASKA

Use The Nebraska Farmer and newspapers to cover Nebraska's entire market.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President
1908 - 1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
Gove Compton, Manager.

Atlanta Office: 87 Walton Street
Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street,
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Editor
Eldridge Peterson, Arthur H. Little
Joel Lewis, S. E. Leitch

Chicago: P. H. Erben, Jr.
London: McDonough Russell

NEW YORK, SEPTEMBER 14, 1933

Friendly Enemies of Recovery

It is tragically regrettable that the high-minded and earnest gentlemen who are helping President Roosevelt make good on his recovery program—or who at least think they are helping him—cannot get together on a few basic principles that are the fundamentals of business success at this time or any other time.

Exhibit No. 1: Mr. Roosevelt and the impetuous and not always right (but in this case very much so) General Johnson have gone on record in carefully worded statements to the general effect that advertising is perhaps the main essential to utilize in putting some real strength into the country's shaky economic legs.

In seeking universally to sell the NRA program they are carrying this principle into practical effect.

It is true that they are doing it in a rather amateurish way. But in general they have the right idea. With all their blundering they obviously realize that advertising is the means not only of telling their own story to the people, but also the method by which the manufacturer is going to do the selling that positively must be done if things are going to move merrily forward once more.

Consider, though, Exhibit No. 2: Here we have Secretary Wallace, Assistant Secretary Tugwell and George N. Peek making some remarks about the cost of advertising and general distribution, which create a painful impression, to say the least.

Mr. Peek, administrator of the Agricultural Adjustment Administration, is quoted by the United Press as being worried over what he calls the "grotesque difference between growing food and processing and distributing it."

He is concerned about items such as "superfluous advertising, sliced bread, fancy wrappers and intricate delivery systems." These things, he says, have taken so much of the consumer's dollar that the farmer is not getting his fair share.

This is only a sample of the half-baked reasoning that is being done in Washington by the friends of recovery. If these gentlemen were enemies of the President's program they could not slip a knife between its ribs more expeditiously than by taking such a stand.

It is recognized on every hand that buying by the public is the key to everything right now. Hence anything that can be said or done to encourage and help advertisers adopt more aggressive tactics to distribute their goods is going to constitute a service to the country upon which dividends are going to be realized for a long time to come. Yet we hear all this talk

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about "grotesque distribution costs" of which advertising is alleged to be a part.

Haven't Mr. Peek and his associates ever heard about items such as Welch's Grape Juice and Campbell's Soups? If they will send somebody over to any one of the libraries for which Washington is famous or to an advertising agency and refer to back numbers of **PRINTERS' INK**, they will see how Welch and Campbell—to mention only two of many—used this afore-said "grotesque" distribution system to make money for the farmer on a scale that is a revelation to him.

They did this not by using testimonials from Mary Pickford and Groucho Marx, but by the employment of honest advertising—and an enormous quantity of it, at that.

All this is so well known that it seems almost superfluous to mention it here. But if men in high places choose to let loose such absurd doctrines, the only thing to do is to tell the truth and keep on telling it, even if it is a bit boring to the well informed.

Advertising, it seems, has to be explained in primer class, ABC fashion. Or else the long-deferred return of better times is going to be delayed indefinitely.

Housewives' Sorority

Psychologists, meeting in Chicago, last week, became so intricately enmeshed in an argument over ethics that news reports of their discussions almost buried from the eyes of interested advertising men an important contribution to advertising lore.

The psychologists argued about whether such an organization as the Psychological Corporation, some of whose members are professors at eminent universities, ought to accept fees from business concerns for helping them sell their merchandise.

To **PRINTERS' INK** the ethical

issue seems clear. We have not always agreed with the psychologists' conclusions about advertising reactions; but if psychology can help in the task of selling worthy merchandise—and thus help lower the costs of distribution—then psychology deserves, not only the glory and the credit, but also the cash. The laborer, as always, is worthy of his hire.

Now for psychology's most recent contribution—

Dr. S. N. Stevens, of Northwestern University, reported the results of advertising tests with 10,000 housewives.

The tests disclosed that, in the direction of making an impression on the consumer's mind, or of causing a "mental disturbance" sufficiently strong to register the product's name, many advertising campaigns had succeeded to the extent of 50 per cent, 75 per cent, and, in one instance, 92 per cent of all the women tested.

The studies—conducted, incidentally, over a period of two years by some sixty psychologists—also revealed that there actually is a sisterhood under the skin. For the results were uniform from Boston and Miami to Portland and Los Angeles.

At least one newspaper account called the results "amazing." Advertising men well may look upon them as gratifying.

Mr. Ford Stands Pat

Henry Ford, it appears, is in trouble with the National Recovery Administration. This in itself is not particularly newsy since Mr. Ford, strong individualist, seems always to be having an argument with somebody.

He has chosen, characteristically enough, to play a lone hand among automobile manufacturers and has refused to sign the NRA code. However, he insists that he has increased his wage scale to a figure considerably higher than that de-

manded by the code and has cut his working hours correspondingly.

If this is correct, he has fully observed the spirit of the Recovery Act, whose big purpose above everything else is to increase wages and create more jobs.

It is easy enough to sympathize with Mr. Ford. From one point of view he is the embattled individualist bravely defending his business home from the invasion of competitors who wish ruthlessly to steal his secrets and thus deprive him of one of his chief assets.

There is, however, another point of view. Several, for that matter.

First, what are these precious secrets? And why, if business secrets are so important, have the members of the National Automobile Chamber of Commerce, which comprises all the other important companies in the business, been able to operate so successfully on a co-operative basis?

There is another and more important phase of the situation which has received little attention. Mr. Ford's relations with his own immediate employees is only a small part of his social obligation. He has a direct influence on the earnings and welfare of many thousands of other workers. These are the employees of Ford dealers, the men who work for the suppliers of Ford parts and the men and women dependent upon the earning power of these workers for their own livelihoods.

The very size of the Ford business has made it become something pretty close to a public utility. Mr. Ford may not like this idea, he may fight it—but it cannot be forgotten.

Therefore, when a man of Mr. Ford's prominence sets himself squarely in the path of an economic experiment which has been indorsed, enthusiastically as well as grudgingly, by the majority of our leading industrialists, the issue

becomes something more than that of an invasion of a manufacturer's private rights.

Because of this it is extremely important that the imbroglio between Mr. Ford and the NRA be settled. In this particular period of our country's history we cannot afford to admit that any one man or any one company is greater than the welfare of the country's citizens. Recovery is on the way. It should not be retarded by unnecessary disputes between the Government and individuals.

The Message of Loren Morrison

Let every salesman, copy writer and advertiser take to heart the strange case of Loren Morrison who never smoked a cigarette until he was eighty years old. It was on the same day that this aged inhabitant of Council Bluffs took his first airplane ride that he broke a Cellophane wrapper, and with a remark that "This is as good a time as any to start," began to puff vigorously on his first cigarette.

Think of the number of times the advertising of cigarettes must have tempted this ancient expert at sales resistance! Think of the years through his manhood, when the billboards, the magazine pages, the newspapers shouted at him, the years of his old age when radio was added to the chorus. Yet at the end repetition told on him. His sales resistance was shattered and one more consumer was added to the millions.

Let no salesman hereafter despair at the tenth turndown of a star prospect. Let no advertiser ever be discouraged when his market seems for a time to stand still. If it took Loren Morrison, shall we say, sixty-three years to say "yes" to a cigarette, there is hope for everyone on the selling side of anything.

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Sick of Statistics?

● We could quote you some most interesting ones—proving that Herald rates are the lowest per thousand readers in Washington . . . proving that Herald circulation represents the greatest morning popularity ever enjoyed by any newspaper in the nation's capital . . . showing how fast it is growing . . . and a lot of others . . .

● But you're far more interested today in *low cost advertising results*—which is just what the Herald makes possible for its advertisers.

● This newspaper is expressly designed and edited for the alert, modern, progressive type of reader—the kind who has a multitude of wants, the means to satisfy them, and above all else a *willingness to spend*. The whole editorial plan of the Herald inevitably attracts a higher percentage of this particular type than would a newspaper built according to a different editorial plan.

● Manufacturers find this kind of audience quicker to respond, easier to sell. The result is more sales from this rich market at a lower cost per sale.

***95,000 of the 150,000 morning
 newspaper readers in Washington
 read the***

Washington Herald
 AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

The Capital's Greatest Newspaper

National Representatives, Rodney E. Boone Organization

Four-Year Record of September Advertising

Sept. 1

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Sept.
Town & Country (2 is.) ...	50	33,541	21,379	48,362	78,259	225,868
Fortune	47	29,611	22,120	38,552	40,448	247,662
The Chicagoan	31	20,832	10,066	18,456	a17,261	158,390
Cosmopolitan	48	20,722	21,445	27,943	34,024	188,595
The Spur	29	19,565	21,590	a45,844	a77,540	151,597
American Magazine	43	18,516	16,901	27,729	31,262	156,116
Country Life	27	18,003	b	37,307	66,192	126,501
House & Garden	28	17,896	19,498	42,197	69,165	142,233
N. Y. Met. Edition	38	23,824	24,650			181,191
The Sportsman	25	c16,489	10,602	17,740	37,734	93,172
Nation's Business	37	15,982	14,556	30,733	51,572	114,678
Motion Picture	35	15,207	13,098	13,316	17,333	114,103
Motor Boating	34	14,796	20,952	39,042	49,896	187,438
Movie Classic	34	14,706	12,117	10,504	11,718	110,863
Yachting	34	14,671	16,559	24,066	39,253	170,568
Polo	20	13,272	13,860	23,184	18,816	88,062
Shadoplay	30	13,005				d46,452
Redbook	28	12,178	13,349	15,298	18,584	115,179
Vanity Fair	17	10,826	12,691	27,285	33,146	114,933
N. Y. Met. Edition	23	14,381	14,034			134,319
Better Homes & Gardens	24	10,695	11,892	18,012	19,771	113,121
Boys' Life	14	9,708	6,605	11,390	12,000	70,637
Popular Mechanics	43	9,632	10,710	17,472	24,640	101,696
Field & Stream	22	9,515	8,181	13,660	18,623	85,653
The Instructor	14	9,478	9,636	14,786	18,426	93,350
Forbes (2 Aug. is.)	22	9,327	6,197	15,706	20,110	e70,478
Christian Herald	13	8,710	6,118	10,662	f11,603	86,772
The Grade Teacher	19	8,494	7,188	9,518	9,871	57,245
Extension Magazine	12	8,355	8,267	12,057	5,081	75,753
Physical Culture	19	8,128	8,618	11,759	13,927	75,573
Screenland	18	7,884	5,379	8,332	9,455	70,812
Home & Field	12	7,844	9,319	16,139	12,057	79,054
House Beautiful	12	7,678	5,451	21,074	36,167	65,659
New Eng. Edition	20	12,734				115,824
N. Y. Met. Edition	15	9,626				g57,705
Popular Science Monthly	18	7,643	5,109	9,434	19,013	75,083
Harpers Magazine	32	7,140	7,924	12,124	16,520	72,016
Silver Screen	16	6,986	5,453	7,221	62,842	62,842
Sports Afield	16	6,958	6,221	9,562		63,342
Outdoor Life	16	6,937	5,418	8,722	11,131	58,393
American Rifleman	16	6,771	6,149	6,417	6,009	58,838
American Boy	10	6,656	4,028	10,370	18,360	56,121
Rev. of Rev. & World's Work	15	6,641	6,864	6,825	18,048	55,543
Real Detective	15	6,532	5,056	6,801	7,436	50,819
Life	15	6,515	5,480	f11,713	f12,552	55,179
American Golfer	10	6,421	6,819	12,725	15,869	67,073
Sunset	15	6,399	5,884	7,201	6,853	57,475
Open Road for Boys	15	6,239	3,721	5,183	6,504	54,666
American Legion Monthly	14	6,120	4,902	9,002	6,789	41,359
Atlantic Monthly	27	5,955	5,585	9,308	12,353	48,956
Arts & Decoration	9	5,880	11,088	28,224	56,532	48,119
College Humor	14	5,796	5,310	5,587	6,320	37,162
Psychology	13	5,655	b	7,131	6,663	41,136
National Sportsman	13	5,611	6,970	10,532	11,457	55,141
American Home	9	5,568	b	17,932	31,716	48,906
N. Y. Met. Edition	17	10,905				70,012
Screen Romances	13	5,545	5,780	5,148	4,433	45,640
New Outlook	13	5,384	b	h5,626	f5,153	43,775
Scribner's	12	c5,259	c5,892	4,719	8,110	44,874
Radio News	12	4,982	6,463	6,132	9,724	49,249
Film Fun	11	4,931	5,050	5,045	5,926	38,767
Modern Living	12	4,873	5,343	7,280	3,710	43,490
Mag. Wall St. (2 Aug. is.)	10	4,521	1,999	5,434	10,725	e39,475
Hunting & Fishing	10	4,404	4,649	7,678	9,810	44,707
Forum	10	4,330	5,434	7,358	11,956	40,661
Asia	9	i4,052	i4,248	3,024	4,428	23,978
Judge (Aug.)	9	4,007	5,199	j12,373	j10,580	35,484
Elks Magazine	9	k4,004	k4,354	8,244	8,584	39,869
Picture Play	9	4,004	4,553	6,292	6,435	39,424
Dream World	9	3,957	6,569	5,075	10,862	49,128
True Experiences	9	3,883	b	5,097	10,799	40,113
Uni. Model Airplane News	9	3,761	3,075	8,651	3,703	39,425
Travel	5	3,443	4,424	5,798	5,214	55,043
Scientific American	8	k3,432	k2,762	h5,285	6,982	26,305
American Forests	8	3,360	2,520	3,780	3,150	26,460
St. Nicholas	8	3,296	794	2,592	2,428	25,917
American Mercury	12	2,796	2,222	3,670	6,217	21,943
Munsey Combination	11	2,464	1,848	2,940	3,808	16,202
Rotarian	6	2,369	2,573	2,100	4,394	23,672

(Continued on page 120)



Everett Currier

INDEPENDENT TYPESETTING
COMPANY announces the addition of
MR. EVERETT CURRIER to its staff as
Vice President in charge of layout and
design. His recognized ability and ex-
perience are now available to our cus-
tomers for consultation and planning.

*Independent Typesetting Company operates a fully equip-
ped composing room with a complete assortment of type
faces; Hand Composition, Monotype and Linotype, with
day and night forces capable of rendering adequate service.*

228 EAST 45 ST • NEW YORK • MURRAY HILL 2-4429

(Continued from page 118)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Sept.
Street & Smith's Big 7 Group	10	2,240	1,848	3,192	1,904	16,072
Golden Book	10	k2,231	k2,464	k3,561	9,274	23,567
True Detective Mysteries	5	2,104	2,672	9,880	14,423	19,665
Current History	9	2,072	1,558	2,363	1,944	21,986
Nature Magazine	4	1,887	1,986	2,212	3,486	23,996
The Lion	3	1,365	3,392	2,644	2,781	20,295
Street & Smith Comb.	4	980	2,016	1,120	1,344	9,212
Blue Book	3	k608	k757	2,209	1,184	6,162

Totals 692,057 581,262 1,026,660 1,367,530 5,847,654

a Two Is. b No is. c Larger Page Size. d June-Sept., 1933 lineage. e Jan.-Aug., 1933 lineage. f Four Is. g Apr.-Sept., 1933 lineage. h Five Is. i Sept.-Oct., issues combined. j Five Aug. is. k Smaller Page Size.

WOMEN'S MAGAZINES

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Sept.
Vogue (2 is.)	94	59,358	60,741	93,941	a138,566	400,231
Harper's Bazaar	73	48,979	47,338	67,903	85,455	328,483
Good Housekeeping	90	38,792	37,679	53,269	63,100	338,214
Woman's Home Companion	48	32,405	33,746	48,026	60,539	329,971
Ladies' Home Journal	47	32,112	38,416	63,620	94,011	361,107
McCall's	46	31,199	29,787	38,636	50,930	348,086
Delineator	34	23,006	23,122	32,913	38,951	226,798
True Story	36	15,593	19,733	28,123	29,510	153,906
Photoplay	36	15,407	15,758	17,265	22,275	120,892
Parents' Magazine	29	12,286	11,062	13,019	12,588	97,662
Pictorial Review	16	10,911	11,117	26,920	37,618	133,637
Tower Magazines	25	10,609	10,364	9,742	9,210	111,834
Modern Magazines	23	9,894	8,298	10,178		84,033
Household Magazine	14	9,524	9,225	10,817	14,212	90,805
Holland's	10	7,846	8,947	12,258	22,521	70,923
Farmer's Wife	11	7,480	8,702	9,897	16,262	79,797
True Confessions	14	5,724	5,552	6,731	5,577	50,908
Child Life	13	5,689	4,360	7,200	6,428	33,738
Screen Book	12	5,125	5,454	5,965		47,618
True Romances	12	4,999	7,334	11,317	15,309	49,868
Screen Play	11	4,543	6,276	7,106		46,941

(Continued on opposite page)

<i>the</i>	P	A	R
Reaching the market of greatest buying expectancy	Read only by mothers of growing children	Who buy for themselves their husbands their children their homes	whose brand- buying habits formed now last a life-time
M	A	G	A

300,000 Mothers

(Continued)
Needlecraft
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Junior H
Woman's H
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Totals
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Needlecraft	6	3,924	4,224	4,411	7,592	37,175
Hollywood	9	3,738	4,919	3,622		38,411
Junior Home Magazine	8	c3,401	cb2,779	c5,857	9,347	25,699
Woman's World	5	3,321	7,199	9,896	12,590	49,907
Messenger of Sacred Heart 11		2,568	2,776	3,451	3,528	18,666

Totals		408,433	424,908	602,083	756,119	3,675,310
a Three Is. b Aug. & Sept. issues combined. c Smaller Page Size.						

NATIONAL WEEKLIES (4 August Issues)

	1933	1933	1932	1931	1930	1933
	Pages	Lines	Lines	Lines	Lines	Jan.-Aug.
Saturday Evening Post	121	82,958	80,202	a166,691	a237,035	865,494
Time	102	43,598	a33,287	a55,330	56,580	449,708
Collier's	64	43,348	33,815	a71,072	a66,972	424,623
American Weekly	21	38,700	51,030	a64,252	a56,738	417,704
New Yorker	86	36,692	30,852	a48,992	a64,442	444,068
Literary Digest	36	16,228	18,042	a29,219	a38,205	199,780
Liberty	34	14,376	14,935	a20,641	a33,159	146,700
Business Week	27	11,778	a17,818	28,469	22,240	117,739
News-Week	21	9,351				53,961
The Nation	17	a6,350	a7,300	7,450	7,250	51,130
New Republic	8	a3,240	a3,550	3,343	3,483	42,340

Totals		306,619	290,831	495,459	586,104	3,212,747
a Five Is.						

CANADIAN (August Issues)

	1933	1933	1932	1931	1930	1933
	Pages	Lines	Lines	Lines	Lines	Jan.-Aug.
Maclean's (2 is.)	24	16,743	26,717	29,612	40,035	229,358
Mayfair	24	15,293	17,696	25,503	27,131	159,753
Canadian Home Journal	20	13,816	20,093	25,549	24,904	182,551
Can. Homes & Gardens	19	a13,025	16,299	28,863	31,070	115,547
Liberty (4 is.)	28	12,187				137,413
National Home Monthly	15	10,610	15,848	16,412	24,155	125,484
Chatelaine	15	10,573	17,188	15,638	11,345	140,397
The Canadian Magazine	12	8,398	9,944	4,807	7,175	103,539
Canadian Business (Sept.).	19	8,070	8,757	8,540	4,200	b69,305

Totals		108,715	132,542	154,924	1,170,015	1,263,347
a Larger Page Size. b Jan.-Sept., 1933 linage.						
Grand Totals		1,515,824	1,429,543	2,279,126	2,879,768	13,999,058

ENT'S

Only woman's
magazine with
100% Housewife
Circulation

100%
Parent
Circulation

A magazine
growing rapidly
in circulation
and power

and continuing the
substantial gains
made through the
depression

ZINE

300,000 Families

comments that he is passing it along to the Class:

"In publishing 'Carnation News' as we declare 'For the retail grocer and his clerks,' we try to offer the retail food industry something of a little benefit to it.

"All Carnation ballyhoo is excluded in the columns of the 'News.' Our own products are mentioned less often than other food products. We have nothing to say about Carnation Milk unless we have something of a newsy or educational nature to offer the grocer.

"For example, just now we are preparing the fourth quarter number of the 'News' for this year, which, under ordinary policies of publishing, would carry a lot of ballyhoo on our enlarged radio program for 1933 and 1934. None of this, however, will appear in the regular edition of the 'News.' Instead, we will issue a four-page supplement to the regular edition of the 'News,' which will carry the company's radio propaganda.

"We are convinced, through years of this policy, that the retail grocer really appreciates what we try so hard to do for him."

* * *

The Motor Vehicle Branch of the Department of Highways of the Province of Ontario, Canada, is an advertiser. In Canadian business papers it issues an open letter which is signed by L. Macaulay, minister in charge of the department.

This is headed, "An open letter to the 13,060 motorists who killed or injured 8,733 men, women and children on the highways of Ontario last year."

The letter itself compliments the good drivers and then points out graphically to the poor drivers the results of their carelessness. The letter closes with the following two paragraphs:

"To educate you in the rules, to appeal to your sense of fair play, to show you how your recklessness imperils your own life and

How About a Country Newspaper?

After twenty years in New York editorial and agency work, I now own a rapidly growing country weekly and a complete print shop. I need a partner—a straight-shooting, two-fisted business getter with plenty of ideas and energy to help me put it over. It is located in the fastest growing community in Northern New Jersey, an hour from New York. He doesn't need to be a practical printer or even an editor. He must be a Christian who can say "damn" on occasions. A college graduate without the "rah rah" stuff would be preferred. (I am Yale '98.) He must be a lot younger. I am a good editor, advertising man and a fair writer. I am also a lousy business man. The ideal man would come with some live printing prospects. Then we could install an automatic job press or two.

He would need \$6,000.00. That would be split two ways. For a half interest in this plant, I would get \$3,500.00. The other \$2,500 would go into a bank to meet current expenses and to enable us to tell some moron Bank Cashier to go to hell. We have no chattel mortgages or other jokers. For references, I'll match anything he can supply. Don't write me a letter. Come out and see for yourself. Someone will own half of this newspaper and plant a week or so after Printers' Ink appears. C. H. Miller, Editor and Owner, Denville Herald, Denville, Morris County, N. J. Telephones Rockaway 955 or 23.

Hochstadter Laboratories

Testing Engineers for
Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " ".....	71.00	127.00	210.00
32 " ".....	136.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

TORONTO
MONTREAL
WINNIPEG
EDMONTON
VANCOUVER

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

An Unusual Business Opportunity

Because of the serious illness and recent market losses of the owner, one of the country's foremost financial advertising agencies and direct mail concerns, fourteen years old, located in Chicago, invites merger or partnership negotiations, or outright sale at a fraction of its \$50,000 inventory valuation.... Reputation of firm in financial field is unusually high, and value of name and good-will alone is worth thousands of dollars.... Owner's inability to finance completion and marketing of certain products and services of immediate importance to banks generally, with unusual profit possibilities to the business, also a factor in decision.... Equipped with an experienced and unusually versatile operating staff of writers and artists; with printing, mailing departments, etc., this business offers an unusual opportunity for quick development into a profitable and expanding general advertising agency, direct mail or mail order business.... Proposition will stand strictest investigation.... Complete information will be given to parties seriously interested.... Address KLM, Box 94, care of Printers' Ink, 6 N. Michigan Avenue, Chicago, Ill.

property, as well as that of others, this department has gone to great lengths. The press, the schools, the radio—all have been utilized in an effort to curb unsafe driving—and the campaign is being continued this year.

"What are you going to do about it? Remember you are responsible only for your own acts. If the other fellow takes chances, let him. But if you, now that the heavy driving season is at hand, will do some common-sense thinking, if you will let your sense of fair play govern your driving this season, if you never forget that by driving safely you can help to protect the life and property of every citizen of Ontario, then this department will have a different, happier story to tell a year hence."

To the Schoolmaster, this seems to be an excellent type of advertising for a State Government to use and he hopes that some of the States in this country where motor-vehicle accidents are the heaviest will read the advertisement and realize its possibilities.

States and municipalities have seldom been great believers in advertising but PRINTERS' INK has always maintained that the possibilities for governmental units to use advertising to back up their messages and policies are almost unlimited.

New Addresses

Russell Bell, advertising art, RKO Building, Rockefeller Center, New York.
M. E. Harlan, San Francisco agency, now located at 525 Market Street.

Baptiste & Sanchez, artists representatives, Chrysler Building, New York.
J. C. Menkin Company, advertising and sales promotion, now at 11 West 42nd Street, New York.

The Loyless Publishing Company, Atlanta, *Laundryman's Guide* and *National Carbonator and Bottler*, now located at 573 Peachtree Street.

Heads Goldenrod Beer Sales

Leo Potter has joined the E. R. Hittleman Brewery, Brooklyn, N. Y., brewer of Goldenrod Beer, as sales manager. He formerly conducted his own business for many years as an industrial engineer.

With Detroit "Shopping News"

William M. Brown has discontinued his advertising business in Detroit and has become general manager of the Detroit "Shopping News."

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising and Sign Salesman. with New York office. Entree to large advertisers and chains, open for connection for lines suitable quantity users. Box 386, Printers' Ink.

TRADE PAPER REPRESENTATION

—Salesman with established business desires another publication for Chicago territory. Highest references. Box 391, Printers' Ink, Chicago office.

Wanted—We publish a successful monthly and are equipped to handle another. Will make attractive proposition. Prefer non-technical national association paper or house organ that can be converted into trade paper. Box 389, Printers' Ink, Chicago office.

HELP WANTED

Wanted: Promotional and Circulation Manager (Male) five magazines. Tell your story fully in first letter; no bunk, but facts which will be investigated. State salary. Box 379, Printers' Ink.

Solicitor for Men's Apparel Field. Experienced men's ad solicitor wanted for successful, growing men's wear trade paper. Exclusive territory. Real opportunity for a good man. Liberal commission. Write for appointment, giving full details. Box 378, Printers' Ink.

SECRETARY—EXECUTIVE ASSISTANT. Established progressive food importer has opening with good future for stenographer capable correspondent, with advertising agency experience. Write fully your experience, former connections, salary. Box 381, Printers' Ink.

Circulation Manager—A new liberal journal devoted to national and international affairs, making its appearance this fall, seeks the services of a first-rate circulation manager. Candidates who cannot give convincing proof of practical experience in this highly specialized field need not apply. State full details, record, references, age, salary expected. Strictly confidential. Box 390, Printers' Ink.

POSITIONS WANTED

—WANTED—

An Advertising Opportunity

Young man, 23; varied experience in writing copy, selling, handling detail work. College trained. Box 388, P. I.

Sales and Advertising Executive; mature judgment, proven ability; extensive experience sales promotion merchandising, advertising. Successful sales correspondent and field worker. Resident, New York. Box 392, Printers' Ink.

PULLING AN INDUSTRIAL PAPER OUT OF THE PAST DEPRESSION—

That's the job I want. Successful manager. Can sell space. Write advertising copy, and pinch hit for editor. Now business manager of well-known New York monthly. Box 377, P. I.

PRINTING BUYER—Practical Printer, fifteen years Estimating, Production Manager and Buyer in high grade New York printing plant now available as printing buyer for company desirous of substantial savings on printing bills. College man. Box 384, P. I.

At 1-2 Par Value

Young executive offers 11 years' advertising, marketing experience—agencies and advertisers. Contact, research, space, production. Creative. University graduate. Conscientious worker. Box 393, P. I.

Competent and experienced all 'round trade journal man (editorial excepted); successful record as space salesman, advertising and business manager. Married; now in Middle West but will go anywhere at moderate salary or drawing account. Exceptional New York references. Box 383, Printers' Ink.

EXECUTIVE'S ASSISTANT—SECRETARY-STENOGRAPHER

Young woman, 14 years exceptional outdoor advertising experience. Space buyer for posters and painted bulletins, checking, contact, detail, office manager, correspondent, direct by mail. Moderate salary. Box 382, Printers' Ink.

PUBLISHERS!

Are you looking for a man under 30, whose past experience makes him a valuable asset to the editorial department of any trade or business publication? Qualified to write all types of articles and reports; a good correspondent. He is familiar with all phases of merchandising, distribution and advertising. Highest references. Box 380, Printers' Ink.

Art Director who combines ability to plan, create and supervise, with thorough practical training and experience, wishes to establish contact with Advertising Agency or Publisher in order to arrange for an interview. Age 30, Protestant, married. Now employed. Speaks 3 languages. Able to handle international accounts. Box 385, Printers' Ink.

\$5,000 Will Buy (1) Yearly services of experienced Account Executive, 36, former V. P. of well-known N. Y. Agency. (2) Five accounts which he controls. Not spending much now, but should reach \$100,000 in a year or two. (3) Immediate opportunity to secure through his contacts and ideas several large new accounts. Box 387, Printers' Ink.



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CH
461



*"Proud and glad
to do our part"*

CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

Printing—The Mother of Progress



During the first 8 months of this year, Chicago department stores placed 114,686 more lines of advertising in the Tribune than in any other Chicago newspaper.



And, for instance, the upstairs departments of these stores placed 752,149 more lines of advertising in the Tribune than in any other Chicago newspaper.

● If the advertising practice of Chicago's department stores has any bearing on your selection of the newspaper to reach the women in this market, the detailed story of how these stores have bought space during the past year and of their greater concentration in the Chicago Tribune will be worth your time. A Tribune representative will be glad to tell it to you.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

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